

*Journal of*  
**COLLEGE PLACEMENT**

THE INTERNATIONAL MAGAZINE OF PLACEMENT AND RECRUITMENT



THE ANNUAL M.C.P.A. COLLEGE RECRUITING SURVEY

RETAIL'S CHANGE OF PACE — W. W. TUDOR

DIRECTORY OF PLACEMENT OFFICES AND OFFICERS

WHAT ARE YOU GOING TO PAY FOR B.S. CANDIDATES? — E. A. TEAL

*October, 1957*



UNITED STATES STEEL appreciates the important contributions which placement officers have made in advising and guiding the graduating college student.

We depend upon your assistance and judgment in our never-ending task of obtaining good new men to carry on and manage our complex steel-making operations.

Our need for good men is greater today than ever before—and will continue to increase—making United States Steel a worthwhile organization for the consideration of qualified graduates. The widely diverse nature of United States Steel, both industrially and geographically, means that a high-caliber graduate usually can find interesting and rewarding work in a location he prefers—whether

he specializes in engineering, business administration, accounting, or any of dozens of other fields.

Wherever he works and whatever his specialty, at United States Steel he will also find that opportunities for advancement are unlimited.

Those graduates whom you have helped us select have done much to carry on the high standard of technical performance for which United States Steel is noted. We appreciate this valuable assistance, and welcome your recommendations as each new group of graduates is ready to move out into the industrial world. And, of course, we're always ready to furnish you with whatever information and literature you may require. United States Steel Corporation, Personnel Division, 525 William Penn Place, Pittsburgh 30, Pennsylvania.

SEE THE UNITED STATES STEEL HOUR—a full-hour TV program presented every other Wednesday evening by United States Steel. Consult your newspaper for time and station.

# UNITED STATES STEEL

AMERICAN BRIDGE • AMERICAN STEEL & WIRE and CYCLONE FENCE • COLUMBIA-GENEVA STEEL • CONSOLIDATED WESTERN STEEL  
GERARD STEEL STRAPPING • NATIONAL TUBE • OIL WELL SUPPLY • TENNESSEE COAL & IRON • UNITED STATES STEEL HOMES  
UNITED STATES STEEL PRODUCTS • UNITED STATES STEEL SUPPLY • Divisions of UNITED STATES STEEL CORPORATION, PITTSBURGH  
UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY



**FORECAST: There's a  
world of aluminum in  
the wonderful world  
of tomorrow**

**NEEDED:  
Imagineers  
with a  
sense of  
adventure**



**WRITE for your copy of *A Career for You With Alcoa***

Aluminum is where the excitement is. New uses, new designs, more metal being produced than ever before. Tomorrow will be even better. Maybe you've seen Alcoa's *Forecast* ads in *Time*, *Saturday Evening Post*, *The New Yorker*.

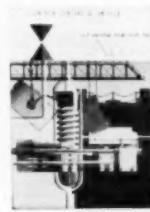
The men who will make this forecast come true are in college today. Perhaps it's the man who sits next to you in Advanced Phys Met or Machine Analysis or Heat Power Design or Chem Engineering Kinetics or Marketing or Cost Accounting. Or maybe it's you.

If you have that extra spark of imagination . . . creativity . . . adventurousness . . . take the first step: see your Placement Director or write for your copy of Alcoa's Career Guide. It tells an exciting story . . . of the future of the young Imagineers who join up with the men who built the aluminum business.

**Aluminum Company of America**

1825 Alcoa Building  
Pittsburgh 19, Pennsylvania

Please send me a copy of *A Career for You With Alcoa*.



NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY AND STATE \_\_\_\_\_

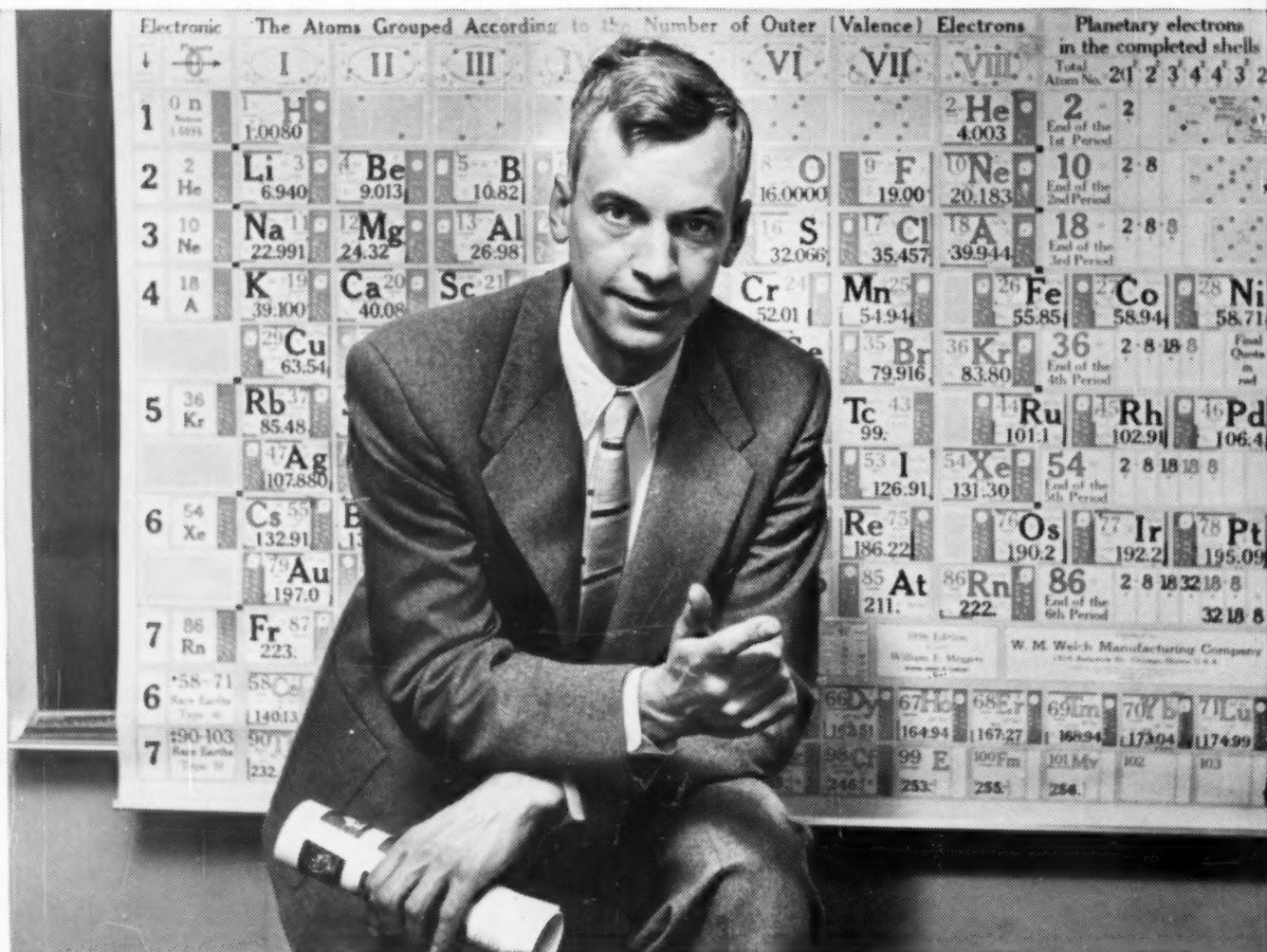
COLLEGE \_\_\_\_\_

DEGREE \_\_\_\_\_

DATE OF GRADUATION \_\_\_\_\_



**NEW! "ALCOA THEATRE"**  
EXCITING ADVENTURE  
ALTERNATE MONDAY EVENINGS



## "Business and pleasure do mix..."

ROBERT H. WENTORF, JR., Ph.D., University of Wisconsin, 1951

"Until I joined General Electric's Research Laboratory in 1951, I never realized science could be such a challenge — or so much fun. My job involves research in physical chemistry — the investigation of new ideas which can lead to new and better products people can use. In a company of this size, I have the unique advantage of having the tools and facilities I need and the experience of others close at hand. And in return, of course, I'm expected to apply myself to the best of my ability in each new job. As I see it, if a big company like General Electric invests time, money and faith in my creative ability, and if I respond by creating, then we both benefit. To me, at General Electric business and pleasure do mix."

created borazon — a completely new, diamond-hard substance which promises far-reaching effect on industrial processes and everyday living.

There are more than 27,000 college graduates at General Electric. Each is provided the opportunity for self-development in the hope that his creative ability will bring forth new ideas. As General Electric sees it, these new ideas, stemming from man's native curiosity, will lead to the development of countless products as yet undreamed of for our nation's defense, industries, and homes.

**A physical chemist at General Electric conducts studies of the atomic structure of matter, and of the way atoms and molecules interact under a wide variety of conditions.**

*Progress Is Our Most Important Product*

**GENERAL**  **ELECTRIC**

The achievements of 31-year-old Robert Wentorf speak well of his ability to make the most of the opportunities offered at General Electric. He recently

# Journal of COLLEGE PLACEMENT

VOLUME XVIII

OCTOBER, 1957

NUMBER 1

## CONTENTS

A Long Step Forward — <i>Philip J. Brockway</i> .....	5
Retail's Change of Pace — <i>W. W. Tudor</i> .....	12
What Are You Going to Pay? — <i>Everett A. Teal</i> .....	15
The Annual Goes to Press.....	16
Banking and Its College Men — <i>Dr. Frank S. Endicott</i> .....	20
The Story Behind "The Statement" — <i>Donald S. Bridgman</i> .....	27
Progress Was the Word (The Council's Annual Meeting).....	34
Carnegie Gets the Answer — <i>Charles E. Wangeman and J. Dennis Ryan</i> .....	39
Have You an Article?.....	45
The M.C.P.A. Annual Recruiting Survey.....	46
The Directory of Placement Offices and Officers.....	86

## JOURNAL FEATURES

Letters.....	6
Index to Advertisers.....	8
With the Regional Associations.....	67
Placement and Recruitment News.....	69
Officers of the College Placement Council, Inc.....	143
Officers of the Regional Placement Associations.....	144



The variety of occupations described in the JOURNAL's lead article, "Retail's Change of Pace," is illustrated on the cover as a group of young Sears, Roebuck and Company executives combine their talents in the merchandising of fashionwear—an increasingly important part of the Company's business and one in which Sears now handles much of its own fashion designing, fabric production, and nearly all of its advertising.

Looking at the model (l. to r.) are Jack Ingram, coat buyer; Gehard Meyer, sportswear buyer; John Clark, textile buyer; Audrey Jane Byrne, advertising coordinator; and William Pendergast, assistant accessories buyer. In the foreground is Lynn Mayer, designer. The group which has an average age of 30 attended such schools as Syracuse, Duke, and the Institute of Textiles and Technology. Educational majors range from economics to dress designing.



THE COLLEGE PLACEMENT COUNCIL, INC.

The Journal of College Placement is the quarterly publication of the Council, devoted to the interests of the eight Regional Placement Associations of the United States and Canada and to the placement officers and recruiting officers whom they represent.

EXECUTIVE EDITOR  
Robert F. Herrick

VICE-PRESIDENT (EDITORIAL)  
Lilyan Bradshaw

MANAGING EDITOR  
Jean G. Kessler

CIRCULATION MANAGER  
Jeanne L. Braido

EDITORIAL & BUSINESS OFFICES — Professional Building,  
35 E. Elizabeth Avenue, Bethlehem, Pennsylvania



Member of the Magazine Publishers Association

THE JOURNAL OF COLLEGE PLACEMENT is issued four times a year—October, December, March, and May, by the College Placement Council, Inc. Entered as second class matter October 21, 1940, at the Post Office at Philadelphia, Pa., under the Act of March 3, 1879. Reentered at the Post Office at Bethlehem, Pa., October 10, 1956. Copyright 1957 by the College Placement Council, Inc. Subscription rates: \$5.00 per year; \$8.50 two years, and \$12.00 three years. Single copies \$1.50.

# **the SKY'S the LIMIT- with UNITED**

As the nation's No. 1 coast-to-coast airline, United offers No. 1 career opportunities. And the range of vocations for the college graduate is wide:

**Industrial Engineering  
Aeronautical Engineering  
Food Service Supervision  
Public Contact Assignments**



College women will find exciting careers with United Air Lines, too—as stewardesses on luxurious Mainliners.

Please refer qualified applicants to the address below. Or write for further information.

**C. M. Urbach, Dept. JCP-10  
Superintendent of Placement  
United Air Lines, Inc.  
5959 South Cicero  
Chicago 38, Illinois**



# A Long Step Forward

**T**HIS issue of the *Journal* brings announcement of an accomplishment to which every College Placement Council member, each regional association president, and all members of placement associations may point with justifiable pride. This accomplishment is the publication of "Principles and Practices of College Recruiting." In its final form this recruiting guide was hammered out through long, hard hours of work at Columbus, Ohio, in June by regional presidents, other regional representatives, and employer representatives. It was subsequently approved by the executive committees of each of the seven regional associations.

One year ago at Bethlehem, Pa., in a similar atmosphere of long, arduous hours, regional representatives created the Council to act as a coordinating body of and for the regions on problems beyond the scope of a single association — just such problems as that of setting up acceptable standards of college recruiting. Now from the Columbus meeting has come a truly national statement reflecting the views of business and placement representatives from all parts of the country.

Their work has given the document a scope and importance perhaps never before attained in the placement field. Only a coordin-

ating group like the College Placement Council could bring about such a broadly representative result. While it is, perhaps, too soon to say that with the publishing of "Principles and Practices of College Recruiting" the Council has come of age, it is certainly not too much to say that in one year's time since its creation, the Council has taken a long step forward.

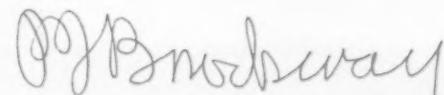
Credit for the accomplishment of the "Principles and Practices" goes to many persons and cooperating groups. More than any, perhaps, the Midwest College Placement Association deserves praise. In the first place, its members took early action by preparing, in 1956, a statement of recruiting practices which makes up much of the latter half of the CPC statement. In the second place, subordinating a natural pride of authorship and priority in time, they cooperated fully in the Council's efforts to create a broader and more universally representative document. Also contributing heavily were the members of the Eastern College Personnel Officers whose committee largely created the broad statement of principles used in the first part of the CPC statement — principles which add dignity, universality, and depth to the document. Among others who helped were the Manu-

facturing Chemists Association, the American Society for Engineering Education, and, far from least, the Chamber of Commerce of the United States.

So now we have a statement. Issued under the seal of the College Placement Council and carrying with it the prestige of the Chamber of Commerce of the U.S., it is, in truth, a significant document. Yet it is only words; it has no written machinery for enforcement. "There are no teeth in the thing," as one placement officer said on reading it.

To be sure, various methods of enforcement or control by either individual or group action can be found. The true effectiveness of such a statement, however, will always be its influence on the voluntary actions of men of good will. It is greatly to be hoped, therefore, that the real "teeth" in the "Principles and Practices of College Recruiting" will be the sincere desire of recruiters, placement officers, and students to live up to the letter and spirit of the document which represents the best thinking of many of the most experienced and far-seeing men of college and business.

After all, the statement itself carries the finest last words: "It is in the best interests of students, colleges, and employers . . . ."



Philip J. Brockway, President,  
The College Placement Council

**some simple equations  
for the college senior - -**



<b>Company Growth</b>	<b>=</b>	<b>Advancement Potential</b>
<b>Business of Responsibility</b>	<b>=</b>	<b>Positions of Responsibility</b>
<b>Respected Field</b>	<b>=</b>	<b>A Prestige Career</b>

You don't have to master a slide rule to calculate your future with these equations.

- Dynamic growth sets the tempo of the Massachusetts Mutual. Ranking among the top ten life insurance companies in the nation, the company has more than trebled its life insurance sales in the past decade. This pattern of expansion means a corresponding pattern of advancement for ambitious and capable college graduates rising within the organization to fill an increasing number of management positions.
- The immense responsibility, both to policyholders and to the national economy as a whole, that is involved in the life insurance business is shared by the employees of the Massachusetts Mutual in a wide variety of decision-making positions. A business in which 3.5% of the total disposable income in the country is invested each year requires responsible personnel with initiative and good judgment.
- People are becoming increasingly aware of the importance of life insurance for a large number of "living" purposes. As the community becomes more insurance-conscious, its respect for the institution that fills such a vital social need increases. Whatever the work you do in Massachusetts Mutual's diversified organization, your association with a highly-regarded institution will give you a special position of prestige in the community.

For more information, contact your placement officer, or write to James Greenwood, Personnel Secretary, Massachusetts Mutual Life Insurance Company, Springfield, Mass.

**Massachusetts Mutual**  
LIFE INSURANCE COMPANY  
SPRINGFIELD MASSACHUSETTS

*In our second century of service*

**To New Endeavors**

New Orleans, La.

Sir:

I have left Tulane University to accept the position of Juvenile Officer of Washington Parish, La., the site of my hometown, Bogalusa. Many have already learned of my move and expressions of gratitude are not enough to convey my appreciation for the generous words of encouragement and good wishes they have sent.

Johnie Branch

**Service on the Services**

Washington, D.C.

Sir:

Inquiries received in response to my article in the May issue titled, "Military Service Options for College Men" prompt me to suggest that, if you should receive comments or questions on the contents of the article, I shall be very happy to respond to them.

Our Commission, and the Engineering Manpower Commission in New York of which W. T. Cavanaugh is Executive Secretary, have been serving as clearing houses on Selective Service and military service problems. If, at any time, we can be helpful, do not hesitate to call upon us. Our Washington office is located at 1507 M Street, N.W., Washington 5, and the Engineering Manpower Commission is located at 29 W. 39th St., in New York City.

Howard A. Meyerhoff  
Executive Director,  
Scientific Manpower Commission

**The "Dartmouth Story"**

Notre Dame, Ind.

Sir:

The "Dartmouth Story" appearing in the May issue was extremely interesting and enlightening. I sincerely hope future issues will carry similar stories.

(Rev.) Louis J. Thornton, C.S.C.  
Director of Placement,  
University of Notre Dame

# Q + T = PD\*

New employees discover that one of the most important aspects of the comprehensive Graduate Student Training Course at Westinghouse is its flexibility . . . adapting itself to the individual needs of the inexperienced engineer, as well as the mature graduate. Students entering the program undergo a two-week period of counseling and company orientation, giving them a broad understanding of the management structure of the Company, as well as the inner workings of operating divisions. Considerable emphasis is placed upon corporate objectives and the necessity for making a profit, together with the responsibilities of professional persons in Westinghouse.

The student, working closely with his counselor, selects the function where his ability, interest, and growth potential may be utilized to the maximum extent. Once his career field has been determined, his continued training will consist of specialized functional schools, as well as realistic

"experience" assignments on the job. The specialized schools allow the student to successfully apply the fundamentals he has learned at college to the new techniques being used to solve the problems of industry. The "experience" assignments place the trainee in diverse operating activities where, as a part of the engineering team, he can begin to exercise engineering judgment and assume professional responsibility.

After training and proper placement in an engineering activity, the student's progress is followed and his professional growth is encouraged through programs of Management Development and continued education at the academic level.

This flexibility of the Westinghouse Graduate Student Training Course helps to make it outstanding in industry. The entire program is designed to expedite the campus-to-industry transition, and to assure each student a full opportunity for continuing professional development.

**\* Quality + Training = Professional Development**

# Westinghouse



**Whatever Your  
Technical Background  
... there is a growth  
career for you at  
RELIANCE**



The career you want in sales engineering, administration, or production awaits you at Reliance. For complete details on the Reliance training and development program contact N. T. Greiner, Training Director.

43-A



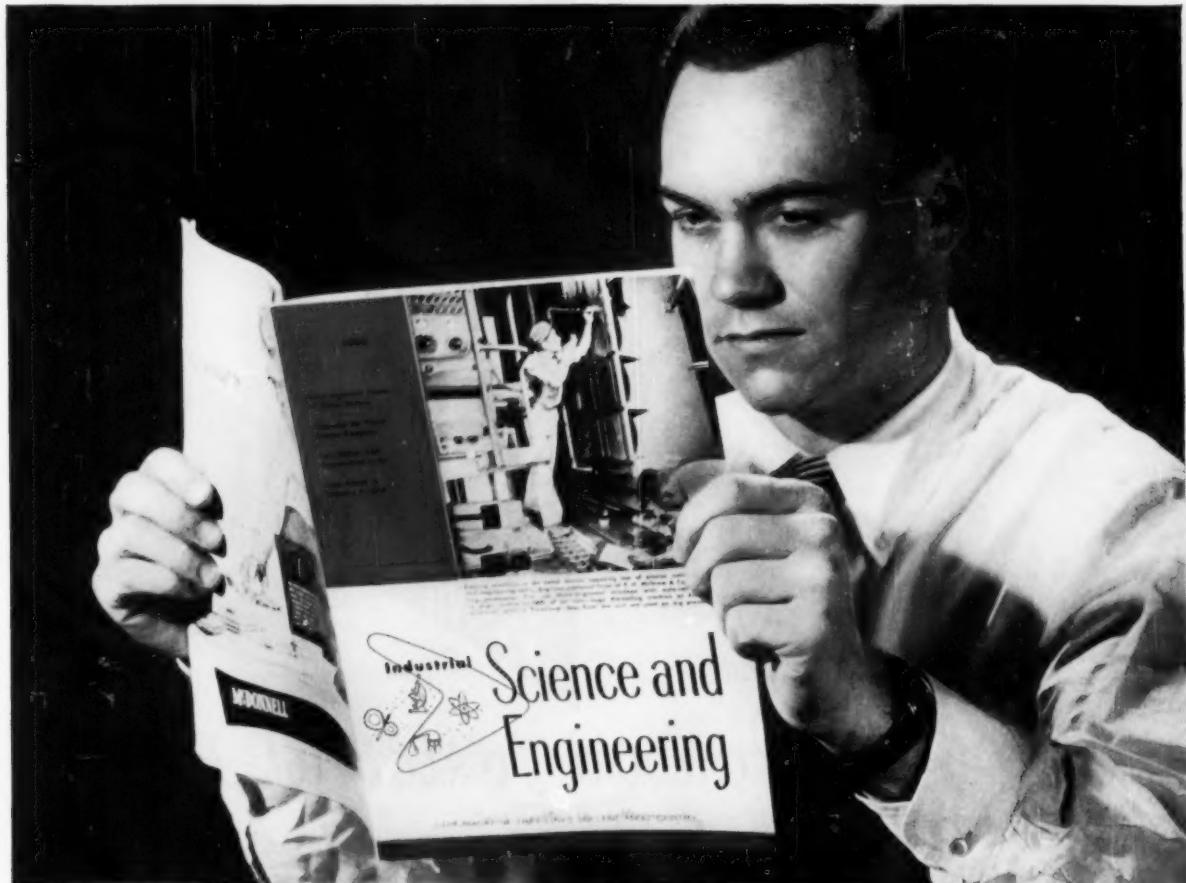
**RELIANCE  
ELECTRIC**  
AND ENGINEERING COMPANY

24701 EUCLID AVENUE  
CLEVELAND 17, OHIO

## INDEX TO ADVERTISERS

Allied Chemical & Dye Corp.	26	Lockheed Aircraft Corp.	127
Allis Chalmers Manufacturing Co.	44	Magnetics, Inc.	105
Aluminum Co. of America	1	Mass. Mutual Life Insurance Co.	6
American Cyanamid Co.	109	McGraw-Hill Publishing Co., Inc.	24
American Gas Association	43	Minneapolis-Honeywell Regulator Co.	85
American Viscose Corp.	33	Minnesota Mining & Manufacturing Co.	113
Arma Div., American Bosch Arma Corp.	123	Monsanto Chemical Co.	121
Army, Dept. of the		Moore Business Forms, Inc.	107
Adjutant General	41	Motorola, Inc.	103
Surgeon General	137	New York Life Insurance Co.	4th Cover
Babcock & Wilcox Co.	99	Owens-Illinois Glass Co.	58
Bell Telephone System	29	Philadelphia Electric Co.	141
Bendix Aviation Corp.	97	Philco Corp.	91
Bethlehem Steel Co.	3rd Cover	Phillips Petroleum Co.	65
Boeing Airplane Co.	10	Pratt & Whitney Aircraft (Div. of United Aircraft Corp.)	133
Budd Co.	93	Procter & Gamble Co.	71
Burroughs Corp.	79	Radio Corp. of America	51
College Blue Book	88	Ramo-Wooldridge Corp.	115
Columbia Gas System Service Corp.	63	Reliance Electric & Engineering Co.	8
Combustion Engineering, Inc.	119	Reynolds Metals Co.	55
Connecticut Mutual Life Insurance Co.	139	Reynolds, R. J., Tobacco Co.	23
Continental Can Co., Inc.	101	Royal-Globe Insurance Group	11
Crucible Steel Co. of America	31	Shell Oil Co.	129
Douglas Aircraft Co., Inc.	81	Sikorsky Aircraft (Div. of United Aircraft Corp.)	38
Dow Chemical Co.	49	Standard Oil Co. of California	95
Dowell, Inc.	77	Thompson Products, Inc.	53
DuPont Co.	135	Timken Roller Bearing Co.	131
Esso Research & Engineering Co.	117	Uarco, Inc.	66
Factory Mutual Engineering Div.	84	Union Bag-Camp Paper Corp.	140
Fidelity Mutual Life Insurance Co.	76	Union Carbide Corp.	73
Food Machinery & Chemical Corp.	68	United Air Lines, Inc.	4
General Electric Co.	2	United States Steel Corp.	2nd Cover
General Motors Corp.	89	American Bridge — American Steel & Wire and Cyclone Fence — Columbia- Geneva Steel — Consolidated Western Steel — Gerrard Steel Strapping — National Tube — Oil Well Supply — Tennessee Coal & Iron — United States Steel Homes — United States Steel Products — United States Steel Supply — Divisions of United States Steel Corp., Pittsburgh — Union Supply Co. — United States Steel Export Co. — Universal Atlas Cement Co Westinghouse Electric Corp.	7
General Telephone Co. of Calif.	83	Women's Ed. and Ind. Union	72
Goodrich, B. F., Co.	125	Worthington Corp.	19
Goodyear Tire & Rubber Co., Inc.	75		
Haloid Co., The	142		
Harvard University	74		
Home Insurance Co.	111		
Hughes Aircraft Co.	56		
Industrial Science and Engineering	9		
Ingersoll-Rand Co.	61		
Insurance by North America	82		
International Business Machines Corp.	37		
Joy Manufacturing Co.	40		
Kroger Co.	64		
Leopold, Charles S., Engineers, Inc.	32		

# Is today's student familiar with your company?



## Will he buy from you tomorrow?

The future of your company and of industrial America is in the hands of today's technical students. These future engineers and scientists would like to become acquainted with your company today so they can buy your products tomorrow. You can accomplish this now, for the first time, by telling the story of your company in the advertising pages of Industrial Science and Engineering—the one medium ideally equipped to do this job.

### IMPRESS THEM NOW

- So they know your company.
- So they know your company's product.
- So they will buy your company's product when they are the "point of decision" as business men.

**IMPRESS THEM NOW... with your advertising  
in Industrial Science and Engineering**

IS&E is individually mailed to over 30,000 engineering and science seniors and post graduates at their college resident addresses. It covers over 500 colleges and universities in the United States and Canada. Published six times a year—Oct., Nov., Jan., Feb., Mar., and April. Write for rate card and our complete story today.

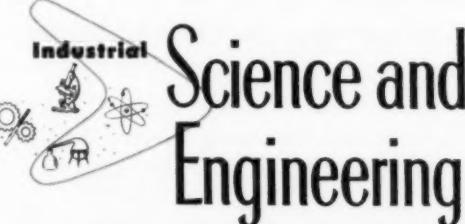
**Industrial Laboratories Publishing Company**

*Chicago Office: 201 N. Wells St. (6) FInancial 6-1026*

*Eastern Office: 141 E. 44th St., New York (17) MUrray Hill 7-5180*

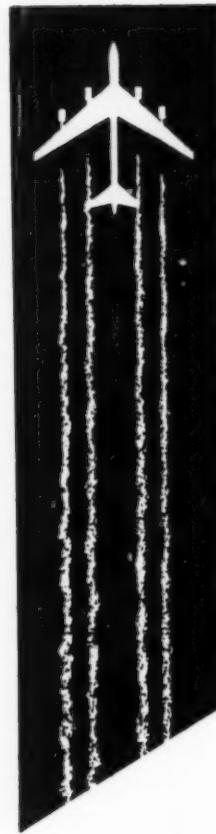
*Cleveland Office: 1154 Hanna Bldg. (15) PRospect 1-0023*

*West Coast Office: 423 First Trust Bldg. (1) Pasadena RYan 1-6981*



**Industrial**  
**Science and**  
**Engineering**

THE MAGAZINE THAT LINKS COLLEGE AND INDUSTRY



## *engineers get ahead faster at Boeing*

There are many reasons. In a company like Boeing your engineering graduates work for, and with, engineers—men who talk their language, understand their problems, and appreciate their contributions. Engineers, moreover, are given an opportunity to advance. At Boeing, engineers hold jobs right to the top. This is the kind of environment that makes for job stability, career satisfaction and unequalled opportunities to get ahead.

Scores of engineers who have enjoyed rewarding careers at Boeing began 15, 20 or 25 years ago on the sound advice of their college placement officers. The men graduating from your school today have even greater opportunities to get ahead, because Boeing is expanding steadily. Right now, for example, Boeing employs 400% *more* engineers than 10 years ago.

Your graduating students will find *interesting* assignments at Boeing, on such projects as the 707, America's *first* jetliner; the intercontinental eight-jet B-52 bomber; the defensive BOMARC guided missile weapons system, and top-secret programs in the field of supersonic flight.

Boeing opportunities lie in three basic areas: Research, Design and Production. There are openings for engineers in electrical, civil, mechanical, aeronautical and related fields, and for physicists and mathematicians with advanced degrees.

Boeing engineers are encouraged to take daytime graduate studies during working hours and are reimbursed for all tuition expenses. May we send you—or any of the students in your school—additional information? Just drop a note to:

JOHN C. SANDERS, Engineering Personnel Administrator  
Boeing Airplane Company, Seattle 24, Washington

**BOEING**

# HOW MANY OF YOUR SENIORS



## FEEL LIKE THIS?

Basking in that great feeling that comes after deciding upon a career—and being picked for special training by the company of their choice.

Our booklet, "OPPORTUNITIES for TRAINEES with the Royal-Globe Insurance Group," may help some of them to make up their minds.

Royal-Globe Insurance Group  
C. A. Denneen, Personnel Mgr.  
150 William Street  
New York 38, N. Y.

Please send me "Opportunities for Trainees"

Name .....

Address .....

*The simplicity of buying and selling in an earlier day has given way to the complex world of the specialist but the result is a host of new occupations and interesting opportunities for graduates if they sense the trend.*

■ It is hardly news that business and industry have a great need for manpower — particularly for the quality manpower produced by the colleges and universities. Nor is it news that retailers, like other businesses, share this need. What is news, however, to some extent at least, is the greatly increased opportunities in retailing.

The reason for the need — and for the opportunities — is that retailing has undergone a substantial, even radical, change of pace. The change has been less dramatic, less spectacular, than the developments in nuclear energy. But the change is just as tangible.

In the old days, retailing was relatively simple. The retailer bought what the manufacturer had to offer, he provided a convenient market place for his prospects, sold the customer what he'd purchased.

But modern retailing is more than mere buying and selling. It is a business calling for the services of specialists — of lawyers and tax experts . . . of economic researchers

# Change RETAIL'S OF PACE

By W. W. TUDOR

*Vice-President in Charge of Personnel and Employee Relations,  
Sears, Roebuck and Company*



Today's trainee gets broad experience in the field of merchandising as illustrated in the above photographs. From left to right he works with the Credit Department Manager and conducts credit interviews; with the unit control manager he confers on coordination of merchandise orders; then checks the "on order" file to determine promptness of shipments; in sporting goods he learns the fundamentals of successful salesmanship; finally, he practices techniques of display.

and forecasters . . . of testing and product-development specialists . . . of experts in packaging, traffic, communications, financing, credit, public relations, and personnel.

Retailing has become large and complex, namely for two reasons: growth of population and increase in income.

*The population of the United States has grown and is continuing to grow. In 1900, our population was approximately 76 million. Projections by the United States Department of Labor indicate it will be over 179 million by 1960.*

*Incomes have risen consistently. The average total income of U. S. families in 1947 was \$4,130. In 1955 it was \$5,520. Living costs, of course, also have gone up, but not enough to offset the increase in income. From 1947 to 1955, U. S. families achieved a real dollar gain of \$650 per year — an increase reflected in their standards of living.*

More people, more money to spend. These two factors explain





much of the change in retailing. Merchants from coast to coast place new emphasis on product research and development, improved merchandise, more attention to better service and better servicing.

But new merchandise, better service, and better servicing are only three manifestations of the new, more complex age of modern retailing. The ever-increasing move to the suburbs has made it necessary for department stores, in urban areas, to open outlying branch stores, at the same time improving their prices and trying to increase the appeal of their downtown stores.

The tremendous increase in home ownership has brought new prominence — and new business — to the furniture and appliance lines, and to the now-famous "do-it-yourself" field. In the case of the latter, an interesting paradox exists. To a degree, retailers are competing with themselves. Take one example: on the one hand they must be ready to provide installation services for ready- and custom-made storm windows. At the same time, they must carry an inventory of do-it-yourself storm-window kits, at a fraction of the price of the manufactured units.

The change in the housewife's habits from careful to more casual shopping has brought new attention to packaging. Last year manufacturers spent an estimated \$22 million on packages designed to create

**Equally important to the trainee is the receiving department where he makes sure that merchandise is correct in quantity and in condition.**

sales through eye appeal. Increasing competition and the large number of brands available also contribute to the emphasis on attractive packaging.

The growing popularity of all kinds of appliances, the growing variety available, and the increasing complexity in "service" facilities — are further complications. Television sets . . . automatic washer-dryer combinations . . . air conditioners — these were virtually unheard of a generation ago. To many these articles are no longer

**The chart below illustrates the distribution of Sears headquarters executives, grouped by job activity. Buying is largest category with promotion and advertising almost equal seconds.**

luxuries, but necessities. Even our most familiar appliances have undergone radical changes.

To mention only one — stoves now have automatic timers; many have built-in rotisseries. The results of such changes: larger service departments to care for the equipment with accompanying problems of adequate staffing, training, guarantees, and providing of repair-parts.

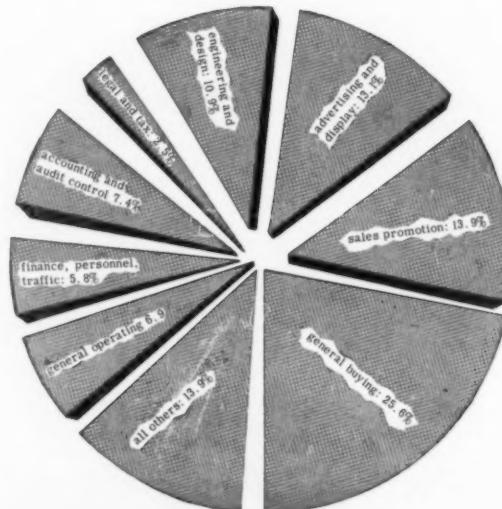
Finally, the increasing number of retailers — up more than one million from 1948 through 1955 — has brought narrower profit margins, stronger price competition, and expanding research into the ways and means of lowering production costs.

All of the factors mentioned contribute to the complexity of retailing. But they do more than that. They make the individual retailer's position more delicate.

Perhaps the greatest change in retailing in recent years has been the increase in the number of stores that go in and out of business. More than one million retailers went into business from 1948 through 1955. Yet the net increase in retail outlets was only a little more than 100,000. Nine out of ten went out of business in the same period.

The future of retailing is expected to be much like the immediate past. Some retailers will succeed, others will not. Those that succeed will face two certainties:

*(Continued on page 78)*



**I**T appears that we will again see higher starting salaries for both technical and non-technical graduates in 1958. The increases will run from 3 to 5%.

The average starting salary for technical graduates was about \$465 for 1957 and will be \$485 plus or minus \$5 for 1958. Last year the aeronautical and electrical engineers and engineering physicists received the top dollar with an average of about \$485 to \$490. Due to cutbacks in some industries the demand should ease and it is doubtful that there will be much of an increase in the starting rate for electronic graduates in 1958. However, the demand will probably still be greater than the supply for these men and certainly for all average or better technical graduates.

Non-technical men will be plentiful with a good demand for the better than average graduate. The non-technical graduate will receive an average of \$425 plus or minus \$5. This will be approximately a 5% increase over his \$400 plus for 1957. There is one exception in the non-technical field, that of accountants. The demand will continue to increase next year and salaries for these individuals which last year were \$440 plus will probably average near \$465 for 1958. Top men probably will receive as much as the engineers. The demand will continue in such fields as insurance, banking, and retailing and will probably be more appealing to our graduates in 1958, specially if there is an adequate adjustment of salaries in these fields.

Today the "adders" are so common that few companies do not make allowance for veterans, dependents, summer workers and other related experiences, exceptionally good grades, two bachelor's degrees, maturity, and other miscellaneous items. This has resulted in most companies quoting a salary from 25 to 50 dollars less than their average hiring salary. The "adders" have resulted in confusion. Most companies are in the dark as to the rates of competitive companies and placement people must guess during the

## *The Question of the Hour —*

# **WHAT ARE YOU GOING TO PAY IN 1957 - '58 FOR THE B. S. GRADUATE?**

*A seer who has called his shots on other occasions takes a hard look at the salary picture and offers a prediction — as well as a warning — to the recruiters.*

**By EVERETT A. TEAL**

*Placement Director, Lehigh University and Past-President of the Council*

year. It is not until the recruiting season is almost at an end that they have a very accurate picture of true salaries.

The "adders" have come into recruiting to meet competition. They have produced some very bad results. It is very common for seniors to compare offers. When a boy who has outstanding grades and is a leader on the campus receives an offer less than a lad with average grades who has been only semi-active on the campus and it is from the same company, both boys are often confused and this has affected a company's acceptances on the campus. Also, seniors find it very difficult to evaluate or justify the differences in rates. It is common for companies not to identify "the adders" but merely to quote a salary. It is rather difficult for some of us placement people to find explanations for these lads when they come in for information on salary deviations.

Few companies make known how they evaluate a candidate for these "adders". Neither do they list the amount given for each of these so called extras. The day may not be too far away when supply and demand will balance. When this day arrives, I am sure that it will have at least one good result: "the adders" will disappear.

In conclusion, the demand for technical graduates will exceed the supply by about 10%, even though there will be a 10% increase in the number of technical graduates. Hiring salaries, not quoted salaries, will be up 3 to 5%. The competition will be very keen for the average and above average technical graduate, but companies will not be too enthusiastic about the lower third of the class.

The supply of non-technical graduates will be ample with the exception of accountants. Salaries will be up 3 to 5% and possibly more for accountants.

The basis used for predicting salaries has been the general salary increases given recently by many industries. These increases appear to range from 3 to 6% for salaried personnel. In past years such increases have been applied to starting salaries and there is every indication that most industries will follow this same procedure again in 1958.

While gazing into the crystal ball, I see a good possibility of a repeat of the condition which existed a few years ago. Many industries made offers only to a few top men — What happened? — You know.

Just a suggestion: If you expect to meet your quota don't pull that selection string too tight in '58.





How should you conduct yourself during an interview? A good question. Well, this is a question that is asked by many people, and the answer is not always simple.

There are three parts to any interview. There are known, unknown, and active. The first and last are the other known or unknown, and yet they are the source of suspense. "Unknown" comes into play in the second or "active." This is where

It is best to appear for an interview without any prearrangement. You should prepare yourself in a number of ways with some knowledge on planning to make the best edge as possible of the interview.

... provide of the experience represented by  
presently existing and of the experience by  
likely existing in 1950. This can be done by making  
use of existing and by applying information from  
existing.

Prepare, preferably in writing, a resume and rate account of the experience, abilities, and accomplishments that would assist in qualify you for the position you are applying for. It is not necessary to know the exact position you are applying for, but it is necessary to know the general field of work.

As a consequence, it is not necessary to keep this paper hidden from you during the interview. Finally, don't be afraid to help the interviewer in answering or summarizing the questions you must have at interview day.

With my best regards to the head of either you or the other party and the best of information you may care to give me.

## PREPARING FOR THE INTERVIEW

Key to the entire recruitment process is the interview. Here, in a timely manner, points are made or broken; the opportunity is given for further consideration by the employer. Good impressions don't happen. They are created by careful advance preparation.

BY FANNIE V. MITCHELL

ALPHABETICAL LISTING OF EMPLOYERS

of such organizations, the relationship to which may arise, and, eventually, the consequences of such a relationship to the PACT. In

# COLLEGE PLACEMENT ANNUAL 1958

Official occupational directory  
of the Regional Placement Associations

would be their data; how many placement offices would agree to distribute the ANNUAL and how many copies would they need?

Like Naval designers checking over a new ship, the Board members argued the pros and cons, then proceeded with the launching. After five months of preparation JOURNAL editors crossed their fingers and gave the word to the Regional Directors to begin the collection of the names of recruiting companies and representatives.

During the remainder of the winter, cards continued to reach the Council office in large cartons as each of the Regional Associations completed its work. Here the staff worked through coded trays, eliminating duplications, editing, and converting the data for waiting IBM equipment. The final total of firms submitted exceeded 6,000 and special questionnaires were addressed to each. Many, by observation, were too small to be interested, but all were invited. Again weeks passed as new data came in and was coded into the punched card system.

The final figure of 1,432 respondents was checked against a known list of major recruiters and found to represent all but a few. These explained special circumstances which precluded participation in the first issue.

#### Demand Exceeds Supply

A preliminary survey conducted among placement offices indicated that some 85,000 copies would be needed to fill campus needs. This number was increased to 100,000 and set as the production figure. Advertising was offered to all firms with the understanding that no more than 100 pages would be included in the issue — this being the amount necessary to cover free distribution on the 100,000 basis.

Response to the advertising opportunity was prompt and the quota filled. Only in returns from the placement offices was there a real surprise. Where 85,000 copies had been requested in the first survey, now the actual orders approached 175,000! But the die had been cast. There remained no alternative

but to divide the 100,000 copies among placement offices in proportion to their requests. Packaged in cartons of 25 copies each, the publication was shipped by rail and motor freight from the Cuneo Eastern Press in September to 531 colleges.

#### ODE TO THE CODE

##### The Recruiter

A college recruiter named Whizniz  
Finds men who are "right" for his  
businiz

By wining and dining,  
A bonus for signing,  
And a salary higher than his'niz

##### The Placement Director

A placement man, anxious to please,  
Can place all his boys with great ease  
To see his best men

Takes more than a pen;  
It's a trip, and a clock, and some skis.

##### The Student

A senior, who really looked snappy,  
Saw ten plants a trip and was happy.  
The companies lost,  
Paid him ten times the cost,  
And he went out to work for his pappy.

Lemuel P. Quezumbre

An analysis of occupational needs reported in the ANNUAL revealed interesting statistics. The 1,432 firms and governmental agencies represented in the publication indicated a total employment in excess of twelve million. Some 1,200 companies reported their anticipated recruitment and these expected to retain more than 109,000 college graduates as a result of 1957-58 interviews.

Since the specific number of each type of occupation was not asked, the ANNUAL did not provide a barometer of individual job needs. It was possible, however, to determine the number of firms or agencies seeking college graduates in each job category and mechanical engineers led the list with 731 companies seeking seniors with this training.

With the 1958 ANNUAL an accomplished fact, Council editors are already making plans for the next

edition. Placement offices have been asked to assess their experience with the publication and to convey to their Regional Representatives suggestions as to information which may be included or eliminated from the 1959 number.

#### May Propose New Listings

With the basic list of 1,432 established, placement offices will not be asked again to provide their complete lists of recruiters. Rather, they will relay to their Regional Representatives (whose names appear on the last page of this JOURNAL) those firms or agencies which were not included in the first issue but are to be included in the 1959 number. The Council offices will not accept requests directly from the companies themselves as it is the intent of the publication to include only firms which have been suggested by placement officers and relayed through Regional Representatives.

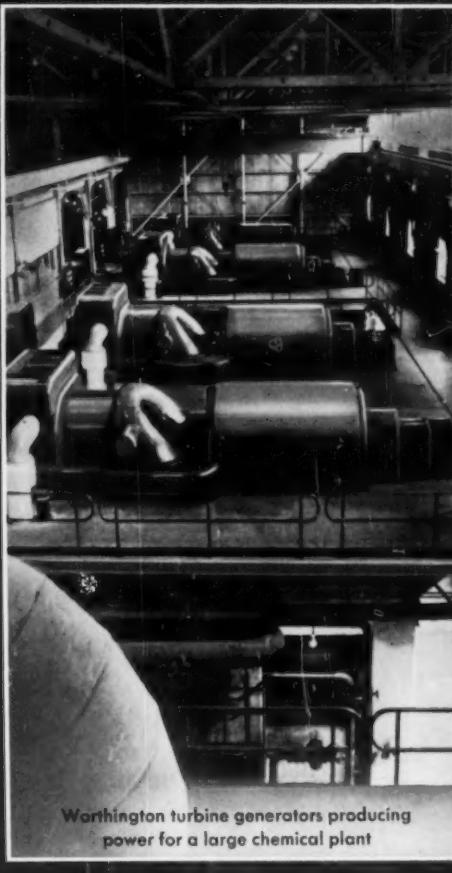
Advertising in the 1959 issue will be conducted on the same basis although the exact number of pages to be made available will be based on the size of the 1959 edition and the number of copies requested by placement offices. The 100 advertisers appearing in the 1958 issue will not be given priority but will be required to respond along with other applicants on the official advertising contracts when distributed and be assigned on a first come, first served basis. Again it should be stressed that the listing of a firm in the alphabetical, occupational, and geographical sections of the ANNUAL is free and in no way dependent upon the contracting of advertising.

Although a final time schedule has not been established for the production of the 1959 edition of the ANNUAL, it is anticipated that recruiting questionnaires and advertising contracts will be circulated to companies and governmental agencies at the beginning of the new year. Regional Representatives are, accordingly, being requested to obtain nominations of new listees from placement offices and forward these to the Council office in Bethlehem, Pa., as early as possible but with December 15 as a deadline.



Worthington equipment air conditions  
the Beverly Hilton hotel

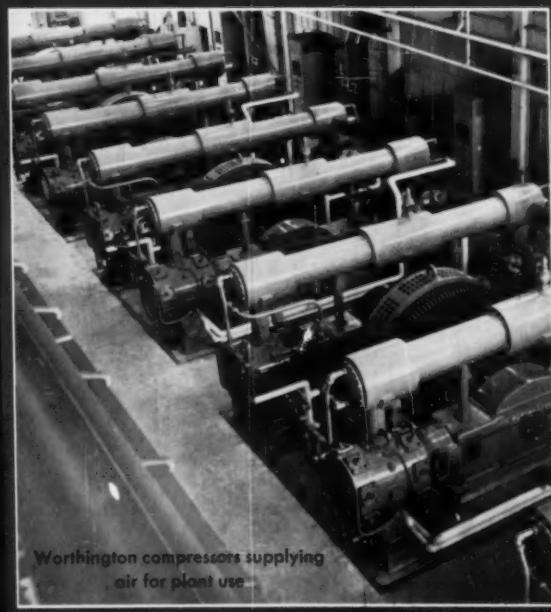
Be  
sure  
your  
grads  
know  
about



Worthington turbine generators producing  
power for a large chemical plant



Steam electric station equipped with  
Worthington condenser and pumps



Worthington compressors supplying  
air for plant use



Worthington refrigeration equipment  
at the 1952 Army Signal Corps

## WORTHINGTON

A diversified company with: 1) industry's most flexible training program; 2) stability-growth balance. Write to R. P. Hughes, Director of Training, Worthington Corporation, Harrison, N. J.

333-1

Pumps  
Compressors  
Heating, Air Conditioning  
and Refrigeration Equipment  
Steam Turbines  
Steam Condensers  
Air Ejectors  
Engines  
Feedwater Heaters  
Construction Equipment  
Mechanical Power  
Transmission Equipment  
Positioning Equipment  
Industrial Mixers  
Liquid-Meters  
Electric Motors  
Generators and Controls

By Dr. Frank S. Endicott

Director of Placement, Northwestern University

## Self Appraisal: **Banking** and its College Men

*After many conjectures on employment problems and salaries,*

*the American Bankers Association went to the source to find*

*the extent to which college men were selected, trained, and promoted in its field.*

THE purpose of this survey was to determine the extent to which banks are selecting, training, and promoting to executive positions men who came out of our colleges and universities. Under sponsorship of the Committee of Executive Development of the American Bankers Association, inquiry forms were sent to a representative group of banks throughout the country. A total of 196 supplied information upon which this report is based. They are located in large cities, suburbs, farming areas, and other typical communities in 36 states and the District of Columbia. They

employ almost one-third of the 585,000 people in the banking business.

The tables included in this report indicate that major problems encountered in bringing college men into the banking business relate to salary, promotion, and to the training program for the individual after employment. It is also clear that banks need to provide more information about opportunities in banking. Most of the problems which relate to the graduates themselves

*This survey is reproduced from the June issue of "Banking" by permission of American Bankers Association.*

can be greatly reduced by developing an effective selection and recruiting program.

Rapid promotion, close personal attention, competitive salaries, and a well planned training program top the list of suggestions offered by the banks themselves for reducing turnover among college trainees.

The experience of banks which have developed a program of planned recruitment, training, and promotion seems to indicate clearly that more banks can find the future leadership they need by actively seeking college graduates. Although it is not the purpose of this

### GENERAL INFORMATION ON THE 196 REPORTING BANKS

	Deposits Under \$100 Million	Deposits \$100 to \$200 Million	Deposits \$200 to \$500 Million	Deposits \$500 Million to \$1 Billion	Deposits Over \$1 Billion	Totals
Number reporting .....	47	58	57	17	17	196
Total personnel .....	6,059	19,147	35,048	23,989	101,677	185,920
Percent of total personnel with bachelor's degree.....	6.1%	7.2%	7.5%	12.4%	6.6%	7.3%
Banks in which the president is a college graduate.....	25	31	35	13	16	120
Number of vice-presidents.....	247	676	932	643	1,306	3,804
Number of vice-presidents who are college graduates...	90	268	438	348	713	1,857
Percent of vice-presidents who are college graduates....	36%	38%	46%	54%	55%	49%
Banks planning to hire college men this year.....	14	38	42	16	15	131
Banks planning to contact colleges this year.....	5	31	39	13	14	102
Total number of colleges to be contacted.....	9	134	198	184	356	881
Total number of colleges contacted last year.....	5	117	132	187	334	775

## AVERAGE STARTING SALARIES FOR COLLEGE MEN IN 124 BANKS

(Men to be hired from the class of June or August, 1957)

Size of Bank by Deposits	\$275 or less	\$276 to \$300	\$301 to \$325	\$326 to \$350	\$351 to \$375	\$376 to \$400	\$401 or over	Average Starting Salary
<b>Under \$100,000,000</b>								
14 banks plan to hire a total of 40 men.....	2	5	2	3	2			\$327
<b>\$100,000,000 to \$200,000,000</b>								
38 banks plan to hire a total of 148 men.....	2	8	13	9	6			\$328
<b>\$200,000,000 to \$500,000,000</b>								
42 banks plan to hire a total of 210 men.....	1	5	12	12	9	2	1	\$341
<b>Over \$500,000,000</b>								
30 banks plan to hire a total of 690 men.....			3	5	8	13	1	\$373
Average starting salaries to be offered to general business trainees from 1957 classes as reported by 104 large and medium-sized corporations. Nov. 1956.....	1	5	16	27	29	26		\$382

report to outline such a program, much of the basic information needed by banks as they meet the challenge is set forth.

It appears that banks are aware of the importance and value of a college degree. This is especially true of large banks where over 50% of the vice-presidents are college graduates. Even in banks with deposits under \$100,000,000, 36% of the vice-presidents hold college degrees.

Smaller banks, however, seem to be making little direct effort to recruit college seniors. Although 14 of the banks under \$100,000,000 in deposits are planning to hire college graduates, only five of them are taking the initiative in making contacts with colleges. In such cases, only one or two schools will be contacted.

On the other hand, almost all the very large banks, and over two-thirds of the banks with deposits from \$200 to \$500,000,000 will contact colleges in a somewhat active recruiting campaign. In general, the larger banks are following practices very similar to those of larger corporations in recruiting, training, and promoting college graduates. Small banks sometimes employ college graduates who apply, but very few small banks have developed a recruiting program.

It is difficult to compare the starting salaries offered to college graduates in banks with salaries in other types of industry. Large corporations with very well organized campus recruiting programs frequently set the pace regarding starting rates. Many smaller companies do not pay salaries to college graduates which are quite as high as those offered by large corporations. Most banks are small concerns, since the average bank with less than \$100,000 in deposits employs a total of about 130 people.

Very large banks are offering starting salaries to college graduates which compare favorably with salaries in large corporations. For example, banks with over \$1-billion in deposits will offer June graduates, on the average, a starting salary of \$381 per month. A similar report from large and medium-sized corporations indicated an average starting rate for June graduates of \$382 per month.

Average monthly starting salaries for college men from the 1957 graduating classes were reported as follows:

Banks under \$100,000,000.....	\$327
Banks from \$100 to \$200,000,000.....	328
Banks from \$200 to \$500,000,000.....	341
Banks over \$500,000,000.....	373

Long-range opportunity for the college man in banks appears to be excellent. Since smaller banks have made little attempt to select and train college men for executive positions, only a few such banks were able to report salary data for graduates of previous classes. Nevertheless, in banks under \$200,000,000 in deposits, the average college graduate employed 10 years ago is now earning about \$733 per month. In banks with deposits over \$200,000,000, the average college man employed 10 years ago is earning \$863 per month. Many such men are officers or assistants to officers. Their counterparts in large corporations, with general business backgrounds, are earning about \$768 per month.

It appears that the size of the bank is not the only factor in determining larger earnings on the part of college men. A more important factor seems to be the policy of the bank in selecting young men for executive development. In those banks where a college recruiting and management development program are in operation, the salaries of college men are comparable to salaries in other types of industry, and, in many cases, the earnings records of men in banking are definitely better.

Studies of the earnings of college men in other industry indicate that in past years since World War II the

graduate has doubled his starting rate in about five years. This has also been true of men employed by banks, taking into account the fact that in smaller banks the starting rates are not as high as those in large or medium-sized corporations.

Respondents to this inquiry were asked to indicate the number of college men hired from previous graduating classes and, also, the number of such men still employed in the bank. The results were as follows:

	Number Hired	Number Still Employed	Percent Retained
Hired 3 years ago	652	390	60%
Hired 5 years ago	519	260	50%
Hired 7 years ago	355	183	51%
Hired 10 years ago	314	160	51%

It appears that banks have steadily increased the number of college men employed during the past 10 years, and that the number more than doubled from 1946 to 1953. Losses tend to level off at about 50% after the fifth year. If the col-

lege man stays with the bank for five years, he will probably remain.

Comparable figures for other types of industry are not readily available. It is known that losses are greatest during the first two years. Recently a group of representative companies reported that an average of 67% of the college men hired five years previously were still employed. It appears that the experience of banks in this matter parallels that of other industry, but that the losses in banks are significantly greater.

In general, banks lose men for the same reasons reported by various corporations; namely, more money, greater opportunity for advancement, and a desire to live elsewhere. It may be significant, however, that more losses by banks are due to the fact that the men are unsuited to the work or do not like banking. The need for better selection by banks is clearly indicated.

An important consideration in the employment of college graduates by banks is the requirement of specific subjects or fields of specialization. Those who supplied data for this study were asked whether or not the bank requires college men to have majored in any particular subject.

It is interesting to note that less than one-third of the banks which actually hired college men last year indicated that particular fields of major study were required. Subjects most frequently mentioned were business administration, economics, finance, and accounting. Some rural banks are seeking men who have studied agricultural economics.

It appears, therefore, that graduates of colleges of liberal arts and business school graduates with a general background can meet the requirements of about two-thirds of these banks as far as their fields of

(Continued on page 72)

### EARNINGS OF COLLEGE MEN FROM PREVIOUS GRADUATING CLASSES EMPLOYED BY BANKS

Respondents were asked to report the average monthly salary for college men employed from classes indicated below.

	Under \$400	\$400 to \$500	\$501 to \$600	\$601 to \$700	\$701 to \$800	\$801 to \$900	\$901 to \$1,000	Over \$1,000	Number of Banks Reporting	Average Monthly Salary
<b>Banks with less than \$200,000,000 in deposits</b>										
Men hired 3 years ago (Class of 1953)	15	19	1	1					36	\$407
Men hired 5 years ago (Class of 1951)	5	16	6		1				28	466
Men hired 7 years ago (Class of 1949)	2	9	9	2	4				26	544
Men hired 10 years ago (Class of 1946)		4	2	3	2	4		3	18	733
<b>Banks with more than \$200,000,000 in deposits</b>										
Men hired 3 years ago (Class of 1953)	11	29	10		1				51	456
Men hired 5 years ago (Class of 1951)	20	14	6	2		2		44	543	
Men hired 7 years ago (Class of 1949)	10	13	7	5	1	2	3	41	636	
Men hired 10 years ago (Class of 1946)		4	6	6	1	4	6	27	863	

Salaries of men from previous graduating classes were reported by a representative group of large and medium-sized corporations in November 1956. Below are the averages for general business trainees:

Men hired 3 years ago (Class of 1953) 75 companies reporting: Average \$478

Men hired 5 years ago (Class of 1951) 75 companies reporting: Average 556

Men hired 7 years ago (Class of 1949) 60 companies reporting: Average 640

Men hired 10 years ago (Class of 1946) 51 companies reporting: Average 768



You

**Are The Key!**

By bringing well-qualified applicants and good opportunities together, you are performing a valuable service for them and for us.

At the R. J. Reynolds Tobacco Company we look to you with confidence as we continue our search for professional men with talents in business administration, engineering, research, manufacturing and sales. You have our continued promise that they will be offered a future that combines opportunity with security.

**R. J. Reynolds Tobacco Company  
Personnel Department  
Winston-Salem, N. C.**

“Where can a young man



# find a better career?"

**Jack Patten, Dartmouth '54, reports on the advertising career opportunities with McGraw-Hill Magazines**

"ADVERTISING SALES WORK is interesting and challenging as well as rewarding. McGraw-Hill, the world's leading publisher of business and industrial magazines, gets me in to see the top people. I can apply creative thinking to their advertising, marketing, and selling strategy. I'm in the act from the ground floor, and the job is never the same two days running.

"When it comes to career advancement, I feel that McGraw-Hill offers me opportunities unlimited. Since my first assignment in the classified department in the Chicago office in 1954, I've been in the New York office covering the New England territory for the Mining publications. In July, 1957, I was given the responsibility of heading up the new Denver office. Within the short space of three and one-half years, McGraw-Hill has made me a trained advertising executive."

### **How McGraw-Hill training can work for you**

We're looking for college graduates. An engineering degree, advertising courses and prior selling are NOT essential—although helpful. A good vocabulary and ability to express yourself well, orally and in writing, are needed. If you qualify, McGraw-Hill will train you. You'll then be assigned to a producing territory for a specific publication—usually within eighteen months. During training you'll receive a straight salary; when assigned to a magazine, you'll receive salary and commission.

### **How to start on a McGraw-Hill career**

Your first step is to write to: *Mr. George Pomeroy, Director of Sales Training, McGraw-Hill Publishing Company, 330 West 42nd Street, New*

*York 36, New York.* Ask for your copy of "Successful Careers in Publishing" . . . a detailed description of the many career opportunities open to you with McGraw-Hill.

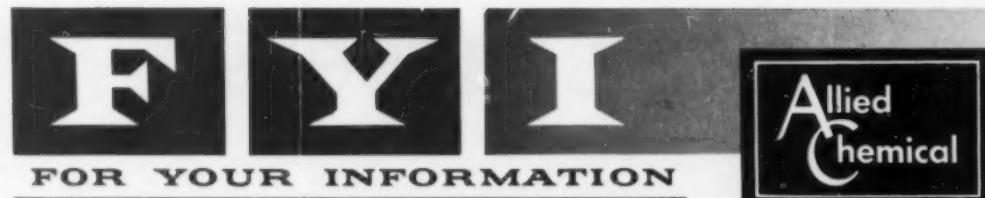
96% of McGraw-Hill management has come up through the ranks. "Successful Careers" will show if you're the specific man we want; your own ability and ambition can assure you of substantial rewards.

### **Editorial Opportunities, Too!**

McGraw-Hill publishes 34 business and technical magazines, both domestic and international. Excellent careers are waiting for men with editorial ambitions and abilities.

## **McGraw-Hill Publications**

*McGraw-Hill Publishing Company, Inc., 330 West 42nd Street, New York 36, N.Y.*



**Allied  
Chemical**

**DIVISIONS**  
Barrett  
General Chemical  
National Aniline  
Nitrogen  
Semit-Solvay  
Solvay Process  
International

- new polyethylene pipe compound
- ammonia data book

### Polyethylene pipe

Flexible plastic pipe for water service and industrial applications. Chemical-resistant plastic pipe for transmission of solvents and hydrocarbons in the oil and gas fields. Pipe that is resistant to impact, heat and other stresses.

These are some of the advances made possible by a unique new polyethylene pipe compound developed by Allied Chemical. A very high molecular weight polyethylene, it is the successful culmination of 10 years of basic research at our Central Research Laboratories. It is now in commercial production.

Development work is now underway to find other uses for the resin's exceptional physical properties, for the time when the production rate permits sale beyond pipe manufacture. Likely candidates for new uses are tubings, films, sheets, tiles, moldings and fibers.

This distinctly different poly-



New plastic pipe made by Orangeburg Mfg. Co.

ethylene resin made at low pressure is the best thing yet for extruding a superior polyethylene pipe. Pipe being made from the new A-C polyethylene pipe compound has high bursting strength, resistance to impact, shows no stress cracking, has superior heat resistance and resistance to chemicals, organic solvent and hydrocarbon liquids.

These properties are due to the high molecular weight — on the order of 750,000 — and structure of the polyethylene molecule, not present in any other known polyethylene. These new qualities will greatly expand the acceptance of plastic pipe for water service and industrial applications. A common fault of some polyethylene pipe has been environmental stress cracking; this is entirely overcome in pipe made of this new resin.

Also, tests indicate the pipe will be suitable for carrying solvents and hydrocarbons for oil and gas pipe lines, a use denied to conventional polyethylene pipe. There is a growing need

in this field for a flexible, tough pipe, resistant to the corrosive conditions which attack steel pipe.

A-C polyethylene pipe compound has an unusually high melt viscosity, reflecting its great molecular weight, and requires special techniques for manufacture of pipe.

The new resin is a companion product to a line of low molecular weight polyethylene products introduced on a commercial scale in 1954 by Allied. These are used in the injection molding of many household items, and as additives in paper coatings, polishes and printing inks.

### Ammonia data book

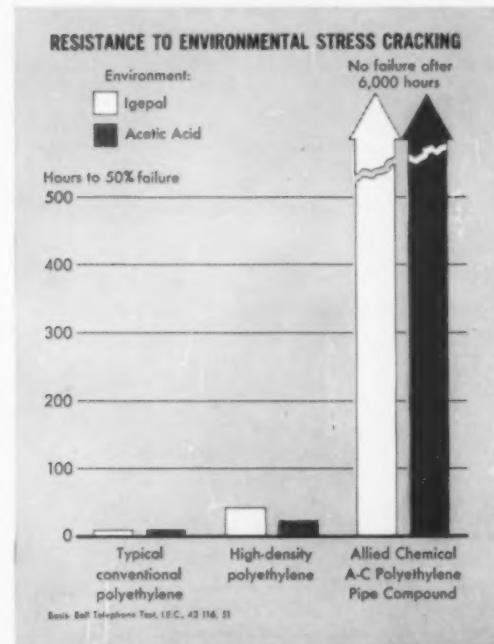
A new 68-page technical book on ammonia has been prepared by the largest ammonia producer, Allied's Nitrogen Division.

The comprehensive manual is actually a two-in-one piece: the first section on ammonia, and the second on ammonia liquor. Its contents include major uses, physical and chemical properties, specifications, shipping and storage procedures, physical tables, graphs and analytical procedures.

Major ammonia consumers — industries such as explosives, textiles, petroleum refining, refrigeration, pulp and paper, metallurgy and synthetic resin — will be interested in this up-to-date information.

### Creative Research

These examples of product development work are illustrative of some of Allied Chemical's research activities and opportunities. Allied divisions offer rewarding careers in many different areas of chemical research and development.



A-C is an Allied Chemical trademark

**ALLIED CHEMICAL**

61 Broadway, New York 6, N.Y.

**I**N our concern today over the intensity of college recruiting, the numbers of employers seeking to schedule interviewing dates, and some questionable practices which have arisen through the vigor of this activity, we may be inclined to overlook the positive values which it has helped to bring to students, employers, and the colleges throughout the years since the war.

Among these have been the far wider range of choice of openings for students with varying abilities, interest, and training in all parts of the country; the greater recognition by employers of the potentialities of college graduates for management and technical positions; improved selection, training, and placement within employing organizations; increased knowledge of each other's problems by the colleges and business, and better mutual understanding between them; even in part, the growth of financial assistance to these institutions by business.

A notable and closely related development has been the founding of all but one of the seven regional placement associations during this period, the growth in their importance, and the evolution of the College Placement Council through which they are able to act jointly on matters of mutual interest and national scope.

Just as much of the increase in the level of college employment activity took place immediately after the war, some of the problems arising from hastily adopted recruiting methods leading to unwholesome pressure on students quickly became evident and led to the adoption by the American Society of Engineering Education of a code

"Ethics of Interviewing Procedure" in 1948. Although the placement associations have differed with respect to formal action on this document, they generally have regarded it as an excellent basis for sound practices in the recruiting field.

The readers of this Journal are thoroughly familiar with the fact that, although recruiting of graduates generally has continued on a high plane, some practices have developed within the last year or two which hampered wise career choices by students, created an unhealthy campus atmosphere, and

## *The Story Behind* "The Statement"

also seemed likely in the long run to injure the best interests of employers. Out of this situation came a growing conviction that a more specific and up-to-date statement of practices than the earlier ASEE code was needed.

As a result, at least four of the associations in the spring or summer of 1956 appointed committees, with members from both colleges and business, to study this problem. On the basis of reports from these committees, or otherwise, this matter then became an important topic of discussion at the associations' annual meetings in the fall and winter of 1956-57. The Committee of the Mid-west College Placement Association submitted as part of its report a specific state-

**By Donald S. Bridgman**

*Consultant, The National Committee for the Development of Scientists and Engineers.*

*The "Statement of Principles and Practices of College Recruiting" represents, at long last, national agreement on fundamentals, as detailed on the following pages. Here too is traced its development by one of the principals in the bringing together of groups necessary to its adoption.*

ment "Recommended Recruiting Practices and Procedures" which was adopted by its membership at the September 1956 meeting.

The American Society for Engineering Education also, at its June 1956 meeting, had considered this problem and had referred it to its "Committee on Ethics", members of which were present at the MCPA meeting. Shortly thereafter on recommendation of that Committee, the ASEE Council accepted the MCPA statement in principle and directed the Committee to revise it for ASEE adoption. Following completion of this revision, the statement was printed and distributed in April of 1957.

During this same period two other statements of recruiting practices had been drawn up. One of these was that prepared by the Industrial Relations Advisory Committee of the Manufacturing Chemists Association. This statement was approved in principle by the Association's Board of Directors and authority was granted to the Committee to work with other organizations in the preparation of a generally acceptable statement. The other statement was that drawn up by a committee of the Eastern College Personnel Officers primarily for presentation to the College Placement Council in June. This was completed and approved by the ECPO Executive Committee in the spring.

#### Chamber Called Meeting

Recognizing the danger of confusion which might occur if several statements covering this matter were generally distributed and also the importance of broad action in this field, the United States Chamber of Commerce, following discussion with representatives of the Manufacturing Chemists Association, agreed to call a meeting of selected representatives of employing groups including business, government, and education to crystallize their point of view on this matter. It was agreed, however, that any statement to be considered by that meeting should be built

upon the statements already in existence, incorporating the essential items from each. For this purpose representatives of the four organizations concerned — the MCPA, ASEE, ECPO, and MCA — met and prepared a single working paper of that character.

#### Many Groups Represented

This paper was discussed and reviewed at the meeting of employer representatives held on June 13 in Washington under the auspices of the United States Chamber of Commerce. Those attending included not only a substantial number of men with long experience in college recruiting who had been active in the various placement associations, but also representatives of trade and educational associations, government agencies, and other large companies many of whom were less familiar with these problems. Representatives of this meeting were appointed to meet with those of the College Placement Associations at a later meeting.

The working paper was also discussed by the College Placement Council at its meeting in Columbus, Ohio, on June 24-26. Immediately thereafter, the presidents of the several placement associations in the United States met with representatives from the Washington meeting and the present revised statement was agreed upon. Subsequently, this has been approved for release by the executive boards of the placement associations and will be submitted for ratification to the meetings of their memberships to be held in the fall and winter of 1957-58. Copies of the statement were sent early in September to the presidents and placement officers of all colleges and universities, to the presidents of major corporations, and to executives of governmental agencies and of professional and trade associations throughout the country. It also was released to the press. Later, it will be made available to placement offices by the College Placement Council.

The presidents of the placement associations and the representatives of employers meeting in Columbus recognized that any statement of this kind could always be improved and that it must be reviewed from time to time in light of current conditions. Consequently, it was suggested that review committees should be appointed for this purpose by each of the placement associations to include both college and business representatives in their membership. It was anticipated that these committees might submit reports prior to the meeting of the College Placement Council in June 1959 and a suitable revision of the statement would be undertaken at that time.

In developing the form of the statement, the representatives of various groups working on it came to the conclusion that there would be substantial advantages in dividing it into two parts: the first to include underlying principles and illustrative major applications, the second to cover more specific points related to the recruiting procedure. One particular advantage in this arrangement is that it permits company presidents and other top executives who carry final responsibility for their organization's policy in college placement to recognize immediately the importance of this matter and the need for top management consideration with regard to it.

#### Student Interest Paramount

Even more significant, the statement's section on general principles emphasizes the key importance of serving the long-term, best interests of the students in the recruiting process. From them will come, over the next generation, a major part of the leadership not only of individual companies, but also of the business, governmental, and educational structure of the country itself. In the final analysis we are concerned here with their soundest initial steps in such a role.

On the following pages will be found the full statement.

# How John Peacock met "White Alice"



John M. Peacock, B.S.E.  
in Mechanical Engineering,  
Princeton, '47.



One of the huge tropospheric antennas used in the "White Alice" project. These screens pick up the "scatter" of UHF radio signals beamed from more than 150 miles away!

"I met 'White Alice' at Bell Telephone Laboratories," says John. "That's the code name for the communications system linking defense installations along 3100 miles of Alaskan borders.

"Laboratories people had made a basic survey to determine the kind of system needed. I was assigned to the group that developed tropospheric antennas for over-the-horizon UHF radio transmission.

"Besides the usual critical problems involved in systems of this sort, we had some extraordinary factors to deal with, too. There were problems of snow. The structures had to withstand 150-mile-an-hour winds. And research showed that in the Arctic up to sixteen inches of ice could accumulate on the antennas. We had to design them to be strong enough to support this weight without collapsing. But the antenna would not function properly with this much ice

on its face, so a de-icing system was devised to limit that ice to an inch or less.

"We had to work fast, on a very tight time schedule, in order to beat Alaska's winter close-in. And we did. From start to finish, 'White Alice' was an exciting and interesting project. But now I'm working on another over-the-horizon radio system that's just as absorbing. By the way—it's to be in Florida!"

John M. Peacock has been a Mechanical Engineer with Bell Telephone Laboratories since 1953. Able, imaginative young engineers and scientists will find interesting and rewarding career opportunities throughout the Bell System—at Bell Telephone Laboratories, with Bell Telephone Companies, Western Electric and Sandia Corporation. Your placement officer can give you more information about all Bell System Companies.

BELL TELEPHONE SYSTEM



# *The Principles and Practices of College Recruiting*

## **GENERAL PRINCIPLES**

It is in the best interests of students, colleges, and employers alike that the selection of careers be made in an objective atmosphere with complete understanding of all the facts.

Therefore, the recruiting of college students for employment by business, government and education should be organized and carried out by the employers, students and college authorities to serve best the following objectives:

1. To promote a wise and responsible choice of a career by the student for his own greatest satisfaction, minimum wasteful turnover and most fruitful long-term investment of his talents for himself, for his employer and for society.

2. To strengthen in him a high standard of integrity and a concept of similar standards in the employing organizations of the country.

3. To develop in the student an attitude of personal responsibility for his own career and advancement in it, based on performance.

4. To minimize interference with the educational processes of the college and to encourage completion of the individual's plans for further education.

Application of these principles requires of employers, colleges and students that:

1. Information provided to the student concerning an employing organization through recruiting literature, advertising material and interviewer's statements should be factual and free from exaggeration. The student should be given a clear understanding of the requirements of his employment and that opportunities for advancement will depend upon his own ability and effort.

2. No special financial incentives should be given to influence a student's consideration of an employer's offer. These would include (a) payments which exceed reimbursement of expenses actually in-

curred in the employment process; (b) payments which are not part of the employer's general salary program or are made in advance of the student's actual reporting for work; (c) scholarship or other financial aid to the student's education, or summer or cooperative employment, which carries a commitment to accept employment on completion of college work.

3. As a technique for attracting individuals, employers should not raise offers already made except when such action can be clearly justified as sound industrial relations practice, such as, when an increase in hiring rate is required on an overall basis to reflect salary adjustments in the employing organization. Recruitment practice contrary to this policy is likely to develop in students faulty attitudes toward their personal responsibility for their future advancement and compensation.

4. As part of its general obligation for the development of the student, the college should accept responsibility for stimulation of his thinking about his career objectives and for assistance in overcoming handicaps which may hinder his progress towards objectives appropriate for him. Competent counselling services should be provided for this purpose, available to individual students.

5. In seeking company interviews, the student should recognize his responsibility to (a) analyze his interests and abilities; (b) consider carefully his career objective and appropriate ways of meeting it; (c) read and consider all available information about a company he is to interview in the light of his own interests and aptitudes.

6. In his interviews, the student should recognize that he is representing his college, as well as himself, and should be thoroughly businesslike in all of his conduct.

7. Both employer and student should carry out scrupulously any commitments made.

## *Responsibilities of the Employer*

1. The employer should contact the Placement Office far enough in advance and in sufficient detail so that the college can plan to accommodate employers who wish to interview. Employers must keep in mind that only a limited number of employers can interview on campus at a given time, and that the scheduling of interviews is difficult.

2. The employer should inform the Placement Office well in advance concerning the categories of employment available, and the college degrees and other requirements for each.

3. The employer should provide suitable literature to give students a true picture of the employing organization. This material should be supplied in sufficient quantity and well in advance of the interview date. The interviewer should clearly explain to the Placement Office and students what tests they will need to take, and if there will be a physical examination. He should give students complete information concerning any special requirements such as the signing of patent agreements.

4. An employer who desires to contact a particular individual at the time of his interview visit should communicate with that individual well in advance, with a notice to the Placement Office.

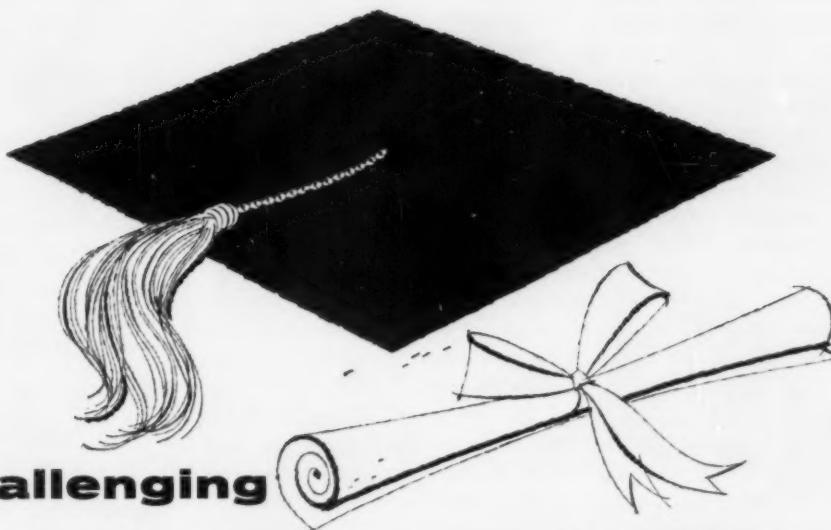
5. The placement or other appropriate officer of the college should be advised in advance of any plans for campus visits by representatives of an employer, including alumni of the college, to acquaint faculty members or students with company employment activities or opportunities. Such representatives should exercise scrupulous care to avoid undue demands on the time of busy faculty members or students.

6. The interviewer should be punctual. He should tell the Placement Office when he will arrive, and he should arrive no later than the designated time.

7. The interviewer should very

13. The employer should keep

8. The Placement Office should



**challenging**

**careers for your graduates**

**...at CRUCIBLE**

None of the exciting technical promises for the future can come true without parallel developments in many fields. And the field of *special steels* is especially important — for almost everything that's made is either *made of* or *made by* a special steel.

Crucible is the nation's foremost producer of special steels, including tool and high speed, alloy and stainless, magnet and spring, and many, many others. Also, through its affiliates, Crucible produces titanium products and vacuum-melted alloys — products whose modern applications have only scratched the surface.

Crucible is a fully-integrated company, owning its own sources of coal and ore, river transportation and production equipment — as well as one of the finest national distribution systems in the industry.

A career at Crucible is a challenge. May we talk it over with your graduates? *Arthur E. Murphy, Coordinator College Relations & Recruitment, Crucible Steel Company of America, Box 88, Pittsburgh 30, Pennsylvania.*

- CRUCIBLE has immediate openings for
- permanent positions in Research and
- Development . . . Production . . . Sales
- . . . Accounting for:
- Metallurgists
- Industrial Engineers
- Mechanical Engineers
- Electrical Engineers
- Accountants
- Business Administration Graduates
- Liberal Arts Graduates

**CRUCIBLE**

first name in special purpose steels

**Crucible Steel Company of America**

7. The interviewer should very carefully follow the interview schedule agreed upon with the Placement Office.

8. When both a parent organization and subsidiary or affiliated organization conduct interviews in the same college, the respective interviewers should explain clearly their missions and their connections, both to the Placement Office and to the students. Interviewers should make clear where, and by which unit or division or subsidiary organization, the students are to be engaged.

9. As soon as possible following an interview, the employer should communicate with the student and the Placement Office concerning the outcome of the interview.

10. The employer should give the student ample time to consider his offer before requiring a final answer.

11. If the employer invites students to visit his premises for further discussions of employment, the visit should be arranged to interfere as little as possible with class schedules. He should explain what expenses will be paid and how and when. (Many students borrow money to make these trips). Invitations for this purpose should be made only on an individual and not group or class basis.

12. The employer should not offer a student special payments, gifts, bonuses or other inducements, nor should he compensate or favor a third party to prevail upon the student to accept a particular employment offer. In connection with any recruiting activity, elaborate entertainment and overselling should be avoided.

13. The employer should keep the Placement Office informed concerning his interest in particular students and his negotiations with them.

14. After a student has declined a job offer, the employer should not renew his proposal if the student has accepted employment elsewhere. This should be determined through the Placement Office.

15. The employer should use consistent practices in recruitment for government-supported and privately-supported work.

16. Offers of employment should be made in good faith and with the sincere intention of honoring each acceptance of employment.

#### *Responsibilities of the College*

1. The Placement Office should inform employers concerning the number of students available for interview in the several curricula, and the dates of graduation. This information should be sent as soon as it is available.

2. The Placement Office should announce to students early in the school year which employers will interview students and when. The Placement Office should make revised announcements from time to time as may be necessary.

3. The Placement Office should be responsible for distribution of employment literature.

4. When an employer is looking for graduates in several fields, e.g., engineering, psychology, physics, the Placement Office should issue announcements to all students concerned, and, so far as possible, should schedule interviews for all those who express interest.

5. The Placement Office should not restrict the number of interviews per student, except that indiscriminate "shopping" should be discouraged.

6. The college should provide adequate space and facilities for quiet and private interviews.

7. The Placement Office should make available to interviewers appropriate records of those students who are to be interviewed.

8. The Placement Office should arrange for interviewers to meet faculty members who know students personally and can provide information about their work and qualifications.

9. The Placement officer and faculty members should counsel students but should not unduly influence them in the selection of jobs.

10. The college should make certain that students are acquainted with this statement of "Principles and Practices of College Recruiting."

#### *Responsibilities of the Student*

1. In order to prepare for an effective interview, the student should read available literature and consult other sources for information about the employer.

2. The student should use care in filling out such appropriate forms as may be requested in preparation for interviews.

3. The student should promptly acknowledge correspondence pertaining to his employment negotiations.

4. The student should promptly acknowledge an invitation to visit an employer's premises. He should accept an invitation only when he is sincerely interested in exploring employment with that employer.

5. When a student is invited to visit an employer's premises at the employer's expense, he should include on his expense sheet only those costs which actually pertain to the trip. If he visits several employers on the same trip, costs should be prorated among them.

6. As soon as the student determines that he will not accept an offer, he should immediately so notify that employer.

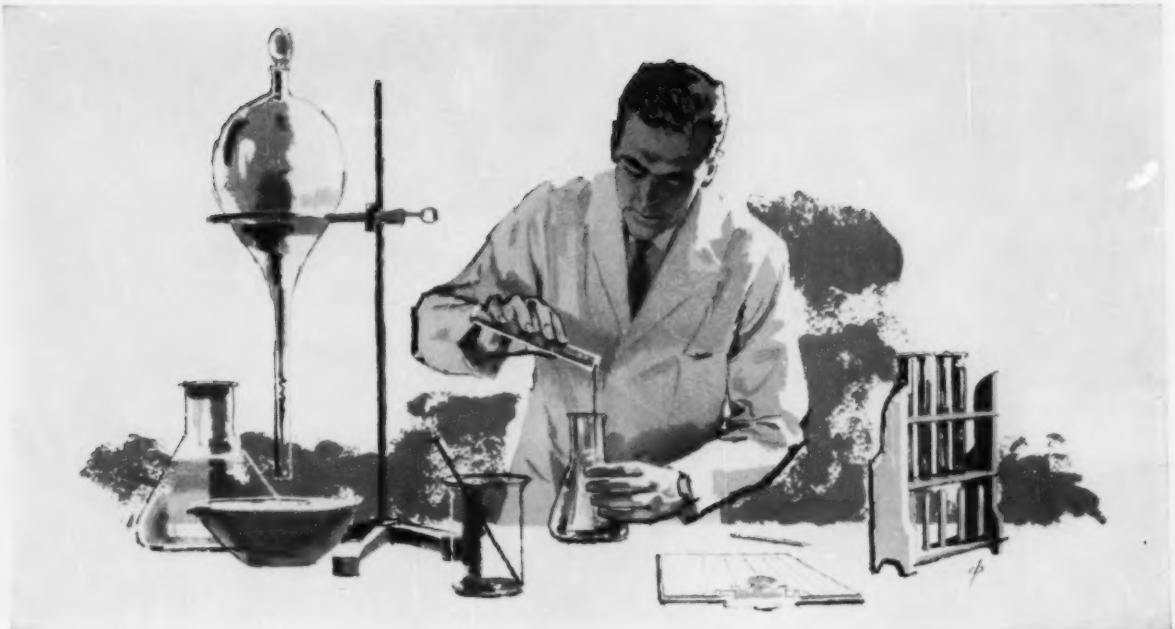
7. The student should keep the Placement Office advised concerning his employment negotiations in accordance with the policy of his placement office.

8. Acceptance of an employment offer by the student should be made in good faith and with the sincere intention of honoring his employment commitment.

**CHARLES S. LEOPOLD  
ENGINEERS, INC.**



215 South Broad Street  
Philadelphia 7



## Who says you can't mix adventure and security?

Engineers and Chemists do exactly that every day at American Viscose Corporation. Here the adventure of helping to open up exciting new industrial vistas . . . combines with the incomparable security of being part of a business that's bound to keep right on growing at an astounding pace.

Consider the head start you get, and your chances to advance, in this setting: Our era is characterized by a social and economic climate extremely favorable to the growth and stability of American Viscose Corporation. For American Viscose is in the business of providing, through chemical research, market development, and manufacturing skill, a growing diversity of products.

American Viscose, the nation's largest manufacturer of rayon, also makes cellophane, acetate yarn, cellulose casings for meat products and bands for bottle seals, elastic yarn, plastic molding powders, Vinyon fibers and textile chemicals. Most of the Corporation's production stems from dissolved cellulose, which can be altered chemically to serve many purposes. This versatility leads continually to new products and increasing sales in new markets. In short, *the best is yet to come*.

With the present at American Viscose as exciting as it is, and the future sure to be even more so, you have the best assurance possible of a head start . . . excellent chances to advance . . . adventure with security.

### What specific jobs does American Viscose have?

American Viscose offers positions within the Research and Development Division for chemists to do fundamental research in physical, organic and analytical chemistry; for physicists in

research in solid-state physics; for chemists and chemical engineers in new product development and product improvement studies; and for chemical and mechanical engineers in equipment, machine and process design and process development.

In every plant there is also a need for chemical engineers in process control, quality control, and plant technical services; for mechanical, electrical and civil engineers to do maintenance and development work.

Too, American Viscose offers many positions for business and liberal arts graduates in administration, sales, marketing.

### What about pay . . . benefits . . . training programs . . . working conditions?

Among the finest, right down the line. We'll be very pleased to give you complete details, as they specifically fit you.

### Where are the openings?

You'll find ideal working and living conditions in these locations:

**Philadelphia** (Home Office and Corporation Engineering Department)—one of America's most attractive and forward-looking cities, close to mountains and seacoast.

**Marcus Hook, Pa.** (Research Center)—just outside Philadelphia, on the historic Delaware River.

**Roanoke, Va.**—new industrial hub at the southern tip of the scenic Shenandoah Valley.

**Lewisburg, Pa.**—in the garden spot "heart of Pennsylvania."

**Nitro, W. Va.**—fast-growing center of what *The Saturday Evening Post* calls "Magic Valley."

**Parkersburg, W. Va.**—leading city of diversified industry in the beautiful Ohio Valley.

**Meadville, Pa.**—strategically located midway between New York and Chicago at the western edge of the Alleghenies.

**Front Royal, Va.**—where the Shenandoah National Park begins.

**Fredericksburg, Va.**—one of America's most historic cities, now humming with modern industrial activity.

**Sales offices in New York and major cities.**

Interested? Write to us at American Viscose Corporation, Recruitment and College Relations Department, 1617 Pennsylvania Blvd., Philadelphia 3, Pa. We'll send full information.

AMERICAN VISCOSE  
CORPORATION





# Progress WAS THE WORD...

*... as Board members of the Council gathered at Columbus to review an extraordinary year and work out coordination of the eight Regional Associations in the new projects which suggested themselves for 1957-58.*

OUT of a rainswept morning into the bright accommodations of Ohio State University's student center on June 24 came 33 delegates whose prime concern was the future of college placement and recruitment in the United States and Canada.

Representing the eight regions of the College Placement Publications Council, Inc., they arrived from Western Ontario, Maine, North Carolina, Texas, California, and many states and provinces in between. Ahead was a solid two-day session of business. Behind, for the Executive Committee, was a preliminary meeting which had lasted into the small hours of the previous night.

For 17 years other groups had met under like circumstances, slowly adding to the stature of an organization known as the Association of School and College Placement; gradually resolving diverse viewpoints and regional differences. Now, based on the common Constitution which had been worked out a year before, undergirded by the ratification of all of the Regional Associations, the College Placement Publications Council, Inc. was ready to write a new chapter—even change its name again. But all of that was to follow.

At the rostrum was Everett A. Teal, President of the Council and Placement Director of Lehigh Uni-

versity. For him, the job was almost done but he was taking the last lap with characteristic zeal. Indeed, the Council had been blessed in its past with the service of the right man or woman at the right time and no exception was its current president. Alternately forceful or persuasive, as the occasion demanded, he had seen the Board through twelve months of greatness to which it had sometimes seemed born—sometimes had thrust upon it.

After the usual parliamentary opening and a warm address of welcome from Dean Jones, Secretary of the Ohio State University Faculty, the Council took formal action to accept the mandate of the



An informal gathering found regional officers involved in conversations (l. to r.) Arch Hunt of Southwest, Glenn Pickett of Rocky Mountain, C. C. LaVene and E. G. Dils of Western, and J. K. Bradford with Dean Hoskin, both of the Canadian Association.



Above and opposite page: Board members convened at Ohio State University for two days to work out national and regional coordination for the many projects of the Council. L. A. Wetlaufer of DuPont, chairman of the Finance Committee, is addressing the group. At right, the old and new officers joined for a formal portrait. They include: (seated) Dr. Leith Shackel, retiring vice-president; Philip J. Brockway, new president; and Miss Lilyan Bradshaw, vice-president. Standing are: R. J. Canning, retiring vice-president; R. F. Horrick, executive editor; Weldon Williams, vice-president; J. K. Bradford, vice-president; Carlton Barlow, vice-president; and Everett A. Teal, past president. (Photographs by O.S.U. staff).





The few breaks in a crowded Board session provided an opportunity for members to renew acquaintances. Left: John Kirkwood, president of the Middle Atlantic Association; Everett Teal, president of the Council; Mrs. Geraldine Wyatt, college representative of the Middle Atlantic Group; and Robert Canning of General Electric, vice-president. In the background are Everett Stephens, college representative of E.C.P.O. with L. A. Wetlaufer of DuPont, a vice-president of the Council.

Below: Other Council delegates included Wendell Horsley, college representative of the Southwest Association with Miss Helen Barnes of the State University of Iowa. In the background are Frank Endicott, president of the Midwest group with Miss Emily Chervenik of the University of Wisconsin and Miss Fannie Mitchell, who represented the S.C.P.O.A.



Regional Associations in the ratification of a common Constitution. President Teal then described activities leading up to the incorporation of the Council in November of 1956.

A report of the Editorial Committee by Dr. Leith Shackel, of Carleton College, Vice-President and Chairman, sketched the growth of the *JOURNAL OF COLLEGE PLACEMENT* in the college year and suggested that authors be informed of the editors' needs for the publication. (See page 45). Details were also provided on the Council's newest publication *THE COLLEGE PLACEMENT ANNUAL* which had been launched a year previously and which was now vindicating the judgment of the Board. (See pg. 16).

Robert J. Canning of the General Electric Company, Vice-President for Finance, whose firm had prepared the annual audit for the Council in recent years, reviewed the fiscal picture and added, "I happen to have here a copy of our 1950 report when we had a budget of almost \$8,000 total. Now we are up to the \$40,000 figure and will be more than double that amount for the coming year. We have had crisis after crisis. We have been through

four editors in the last five years . . . we have gone through a move to Bethlehem. We have gone up and down hill with the ANNUAL and if you will go back in your mind four or five years, we can take a great deal of pride and pleasure in the distance we have travelled."

Appreciation was expressed both to Mr. Canning who was completing his final year with the Board and to the General Electric Company for its auditing services. Retention of a certified public accounting firm was announced to provide future assistance on financial matters.

Indeed, so substantial had financial matters become during the year

that President Teal had appointed a Finance Committee, under the chairmanship of Vice-President L. A. Wetlaufer of the DuPont Company, to establish procedure for the corporate guidance of Council expenditures. Reporting for his committee, Mr. Wetlaufer made three recommendations covering: 1) the establishment of the Finance Committee as a continuing Board adjunct, 2) the membership of the committee, and 3) the financial responsibilities of the Executive Editor. When these had been voted by the Board, additional recommendations were approved dealing with

(Continued on page 74)

# YOU REQUESTED THESE FACTS

to assist in counseling students



#### AVAILABLE PROFILES

##### WHAT'S IT LIKE TO BE A

PRODUCT DEVELOPMENT ENGINEER

MANUFACTURING ENGINEER

RESEARCH ENGINEER

MATHEMATICIAN

PHYSICIST

SALES REPRESENTATIVE

SYSTEMS ANALYST

SYSTEMS SERVICE REPRESENTATIVE

BUSINESS ADMINISTRATOR

##### WITH IBM?

These IBM Profiles were prepared in response to your request for detailed information about the diversity of career opportunities with IBM.

In this portfolio are case histories of actual men, describing their assignments and progress since coming to IBM from college. The Profile technique was developed, at your suggestion, to personalize job descriptions. For all your help in this and other areas, IBM extends its sincere thanks.

We hope you'll enjoy looking over these personalized write-ups. Perhaps you'll want to request a supply of Profiles to show to students interested in specific fields. A postcard will bring you the complete set of Profiles promptly. Please write to:

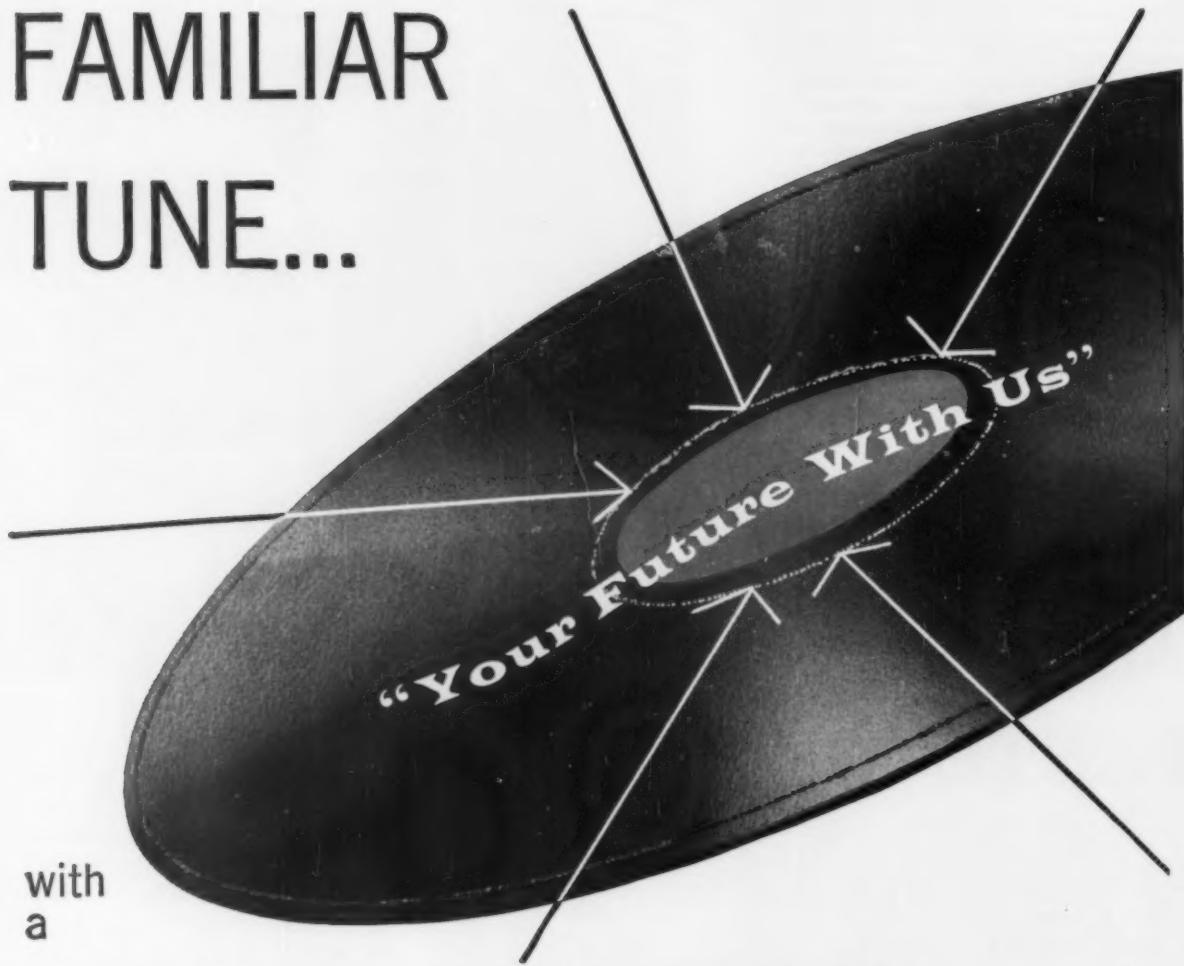
Mr. W. R. Graves  
Director of Recruitment  
IBM Corp., Dept. 9510  
590 Madison Ave., New York 22, N. Y.

IBM

INTERNATIONAL  
BUSINESS MACHINES  
CORPORATION

DATA PROCESSING  
ELECTRIC TYPEWRITERS  
MILITARY PRODUCTS  
SPECIAL ENGINEERING PRODUCTS  
SUPPLIES  
TIME EQUIPMENT

# FAMILIAR TUNE...



## BRIGHT NEW BEAT!

One company after another plays "Your Future With Us", hoping to make a hit. The reason is obvious: today there are more openings for engineers and skilled technicians than there are capable young men to pick up the pay checks.

We play the tune, too, but we like to think ours has a new twist, a bright new beat. Since we are a young company in a new and different field, our fresh approach comes naturally. Even though we pioneered the modern helicopter, our baby is probably younger than any of the students in your graduating class.

While making no attempt to deny our youth, neither do we attempt to reject the plaudits earned in our few short years. Helicopters are acclaimed everywhere as the world's most versatile *aircraft*. We look to the present generation to help Sikorsky helicopters become the world's most versatile means of *transportation*. And we

offer your graduates the kind of career that naturally follows such a challenging assignment.

Getting acquainted, of course, is a give-and-take proposition. They can start the ball rolling with a letter to Mr. Richard Auten at our Bridgeport Personnel Department.



**BRIDGEPORT-STRATFORD, CONNECTICUT**  
*One of the divisions of United Aircraft Corporation*

THE college placement officer many times finds himself compared to a campus listening post and an industrial relay station. It is commonly assumed that he is a prime source of information on the campus, together with possessing a most exhaustive supply of student opinions and complaints. To bolster this background and to make further information of this sort available, the Bureau of Placements planned a survey. Its basic purpose was to supply factual information which would substantiate or disprove current opinions and impressions. It was, of course, recognized that some parts of this survey would duplicate similar studies to some extent, but as was planned, not in their entirety.

Since the questionnaires would be distributed from the Placement Bureau, only senior engineering and science students who would be accepting full-time employment following graduation were included in this survey. This obviously eliminated those men accepting summer jobs prior to beginning graduate studies, together with those immediately entering military service. A most heartening 90 per cent coverage was obtained.

In substance, the study was directed toward five important facets

# CARNEGIE Gets the Answer

*Why does a student take one job above another? What factors lead to interview decisions? What about plant visits? Carnegie Institute put the questions to its seniors and tabulated some expected — and unexpected figures.*

By CHARLES E. WANGEMAN and J. DENNIS RYAN

Director and Assistant Director, Bureau of Placements,  
Carnegie Institute of Technology

of campus recruiting: (1) Through what channels did seniors seek employment—to what degree did they utilize the Placement Bureau; (2) What factors influenced a senior to initially schedule an interview with the company with whom he finally accepted employment; (3) What factors influenced his decision to accept employment with this company; (4) How effective was the recruiter and the available recruiting literature; (5) What about plant visits: Are the applicants satisfied; and if not, what are their biggest complaints.

In order to get as complete and accurate coverage as possible, the questionnaire was designed to be

brief and to the point. It only consisted of twelve questions; eight of which were the "yes and no" variety, and the remaining of the ranking, preference, and completion type. The student was requested to complete this at the time he notified the Placement Bureau of his acceptance of a full-time position. To further insure its validity, the form was to be kept anonymous; however, it is feared that a certain element of doubt existed in the minds of a few students, which resulted in "no opinion" replies to some of the questions.

This survey was tabulated in such a manner as to provide basic raw data. No attempt was made to arrange these figures in such a way as to distort the relative significance and importance of each factor. The interpretation of this report and its application to specific problems is left solely to the reader. It is hoped that some of the statistics revealed through this survey will enhance the available informational fund currently utilized for planning and executing college recruitment programs.

A total of 203 students completed the questionnaire. A departmental analysis of this group is shown in Table I.

It was interesting to note that 61 or 30 per cent of the students who accepted positions with firms which held campus interviews had had previous contact with these companies either through previous em-

TABLE I  
Analysis of Student Respondents

Department	Completed Questionnaire	Accepted Emp. with Company Interviewing on Campus	Secured Emp. with Co. not Interviewing on Campus
Chem. Engr.	29	27	2
Civil Engr.	20	15	5
Elec. Engr.	51	49	2
Mech. Engr.	54	51	3
Metal. Engr.	14	13	1
Science*	18	18	0
Ind. Mgt.	13	12	1
Not Classified	4	3	1
Total	203	188	15
Per Cent.	100%	93%	7%

\*Throughout report, Science includes Chemistry, Mathematics, and Physics.

**TABLE II**  
**Factors Which Influenced Student to Interview Company**

	All	Civil Engr.	Chem. Engr.	Elec. Engr.	Mech. Engr.	Metal. Engr.	Science	Ind. Mgt.
Location of Company.....	43%	33%	41%	41%	53%	29%	34%	46%
Company Name.....	30	33	24	31	36	7	28	46
Company Literature.....	23	15	24	25	22	14	33	23
Recommended by Parents and Friends.....	21	35	17	25	16	14	6	31
Company Recruiting Advertising.....	14	15	10	25	9	7	11	8
Previous Employment.....	13	15	10	12	15	21	17	8
Recommended by Classmates.....	13	5	7	22	9	14	17	15
Recommended by Faculty.....	9	0	28	2	4	21	11	8
Size of Company.....	8	5	3	6	7	21	0	15

Percentages add to more than 100 because of multiple answers.

ployment, correspondence, personal contact, or class assignments.

The 15 or 7 per cent of the students who accepted positions with firms which did not have campus interviews, first made contact with these firms by the methods stated above. However, their interest in these firms was aroused by previous

employment, company literature and advertising, listing of job openings by the companies, and recommendations of parents and friends.

One student reported that his job came as the result of a suggestion by a company recruiter that he speak to the representative of X Company, because this firm's activities were more closely akin to the applicant's interest and qualifications.

Students were asked, "Why did you schedule an interview with this company?" They were requested to check one or more of the items shown in Table II. The first column shows percentages for all engineering and science students, and subsequent columns indicate departmental rankings.

Students were requested to rate in order of importance those five factors which most influenced their decision to accept employment with this company. The total numerical results of this inquiry are contained in Table III on page 42. This tabulation indicates the relative ranking of the various factors by the students surveyed.

Table IV illustrates percentage of total mentions of each factor by the various curricula. It must be noted, however, this tabulation is a frequency table and, therefore, does not present the relative preference rankings found in Table III.

The students in the main were more impressed by the recruiter

than by the literature supplied by the company as shown by the replies to the following questions.

1. Did this firm's recruiter conduct a good interview?

Yes 81%, No 11%, No Opinion 8%

2. Did the literature supplied by this company answer your specific questions?

Yes 57%, No 36%, No Opinion 7%

In order to obtain student reaction to plant visits, they were asked four questions. The first two apply to the firms with whom the student accepted employment; the remaining two relate to the student's experience with all companies which provided him with a plant visit.

1. Did you visit this company before accepting employment?

Yes 83%, No 17%

2. Was your decision to accept employment with this firm considerably influenced by your plant visit?

Yes 79%, No 19%, No Opinion 2%

3. Do you think plant visitations could be improved?

Yes 80%, No 16%, No Opinion 4%

4. Students were requested to check those factors which they considered to be the weakest aspects of most plant visitation programs. Results are shown in Table V.

Twenty-six per cent of the students did not complete this ques-

**The  
Joy Manufacturing  
Company**

**Henry W. Oliver  
Building  
Pittsburgh 22,  
Pennsylvania**

**"Machinery for  
the  
Basic Industries"**

# Guidance Counsellors!

**Alert your students to the  
EXECUTIVE POSITIONS for WOMEN  
in the UNITED STATES ARMY**

After graduation, your students can start immediately in EXECUTIVE positions of vital importance to their country. The Women's Army Corps offers commissions as Second and First Lieutenants to selected, qualified college graduates, age 20 to 33. Challenging, responsible jobs with a future are now open in the following branches:

**Personnel and Administration**

Intelligence

Information and Education

Legal and Legislative

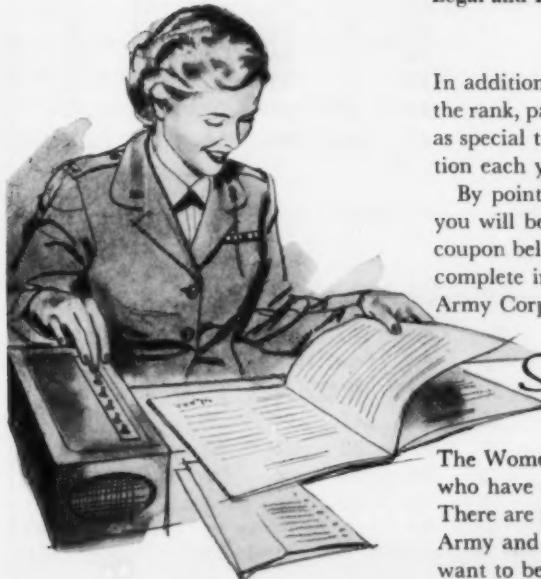
**Comptroller**

Public Information

Logistics

Training and Special Services

**Civil Affairs and Military Government**



## *Summer Training for College Juniors:*

The Women's Army Corps will select a limited number of qualified women who have completed their junior year for 4 weeks' training, summer 1958. There are no commitments. The young women receive an orientation in the Army and may make application for a commission after graduation if they want to become an officer in the United States Army.

**Serve your Students...  
Serve your Country  
WOMEN'S  
ARMY  
CORPS**

THE ADJUTANT GENERAL, Department of the Army  
Washington 25, D. C.  
Attention: AGSN-L

JCPW-10-57



Please send me—(amt.) Guidance Booklets on the EXECUTIVE career opportunities offered a college graduate in the Women's Army Corps. Check if interested in the 4 weeks summer training program

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

ORGANIZATION \_\_\_\_\_ POSITION \_\_\_\_\_

TABLE III  
Factors Influencing Students in Selection of Employment

	1st Pref.	2nd Pref.	3rd Pref.	4th Pref.	5th Pref.	Total Men- tion	Did Not Rate
Type of Job.....	108	33	25	11	5	182	21
Opportunity for Advancement.....	31	55	33	25	24	168	35
Location.....	26	30	45	28	22	151	52
Starting Salary.....	4	28	39	41	36	148	55
Company Reputation.....	11	21	28	36	37	133	70
Training Program.....	9	11	12	16	24	72	131
Educational Benefits.....	9	10	8	20	16	63	140
Size of Company.....	3	9	5	9	19	45	158

Forty-three students checked less than five items.

TABLE IV  
Frequency of Mention by Curriculum

	All	Civil Engr.	Chem. Engr.	Elec. Engr.	Mech. Engr.	Metal. Engr.	Ind. Science	Mgt.
Type of Job.....	90%	100%	86%	92%	82%	93%	95%	85%
Opportunity for Advancement.....	83	65	97	83	75	86	78	93
Location.....	75	69	72	71	86	57	72	69
Salary.....	73	65	80	67	78	72	84	77
Company Reputation.....	65	65	72	55	66	72	56	62
Training Program.....	35	30	17	47	33	21	50	39
Educational Benefits.....	30	30	21	43	29	21	50	8
Size of Company.....	22	20	24	24	20	36	17	8

Percentages add to more than 100 because of multiple answers.

TABLE V  
Student Evaluation of Plant Visitations

	All	Civil Engr.	Chem. Engr.	Elec. Engr.	Mech. Engr.	Metal. Engr.	Ind. Science	Mgt.
Visit poorly organized.....	34%	20%	24%	47%	27%	29%	28%	70%
Not informative.....	27	30	31	43	20	7	22	15
Excessive time spent on plant tour.....	26	20	27	30	6	43	7	60
Disinterested plant personnel.....	16	5	20	14	6	29	7	23
Excessive time spent on tests.....	12	10	10	10	6	7	7	23
Too impersonal.....	9	0	17	18	7	0	0	8

Percentages add to more than 100 because of multiple answers.

tion. This included 10 per cent who did not take any plant visits or expressed no opinion, and 16 per cent who were completely satisfied with their visits.

The following are a few of the unsolicited comments written in by the respondents to this survey.

"The company should hold question and answer sessions between recent hires and the applicant."

"The recruiter was inarticulate."

"Little time spent (on plant visit) on what I was interested in."

"Visits tend to become very boring toward end of day by repetition of same questions and answers with different people."

"Too few companies gave a specific idea of possible starting assignments."

"Too many large concerns are too slow in answering inquiries posed by graduates."

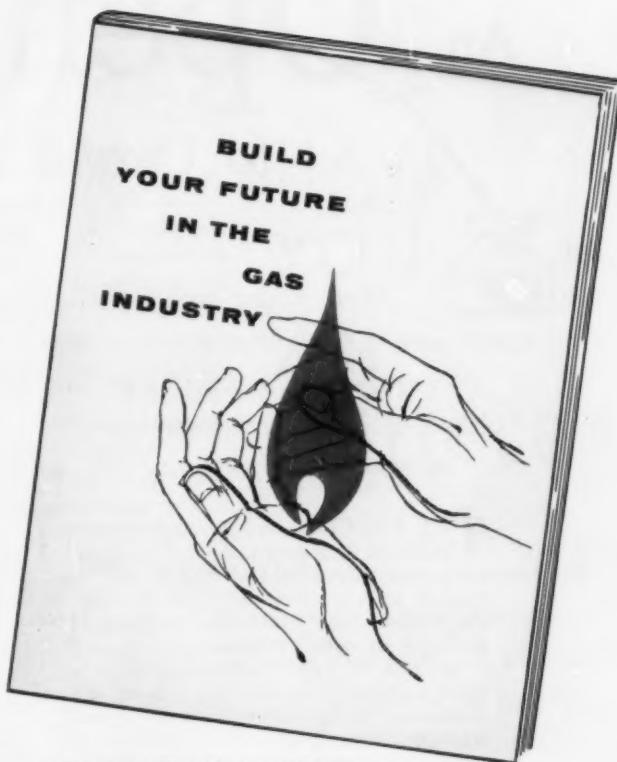
"I was more interested in learning of the type of work I would be doing and the kind of people I would be working with rather than seeing the company's production facilities which I could not understand in such a short length of time."

# PICK YOUR SPOT TO WORK AND LIVE... WITH THE GAS INDUSTRY

Find out about the wide variety of rewarding career opportunities offered engineers in one of America's fastest-growing industries. This booklet lists many interesting jobs for mechanical, petroleum, geological, mining, electrical, chemical, civil, welding and metallurgical engineers in the production, transmission and distribution of this essential fuel and raw material.

You will learn, too, of the wide choice of location the gas industry affords. With some 1250 local utilities delivering gas to the user, about 100 transmission companies moving natural gas to every section of the country, and hundreds of production companies exploring for and producing natural gas, you can choose to live and work in almost any area of the United States.

Read about the OPPORTUNITY, GOOD PAY, SECURITY, ABSORBING WORK, TRAINING PROGRAMS, ADVENTURE, PROMOTION FROM WITHIN, AND EMPLOYEE BENEFITS offered you by gas companies throughout the nation.



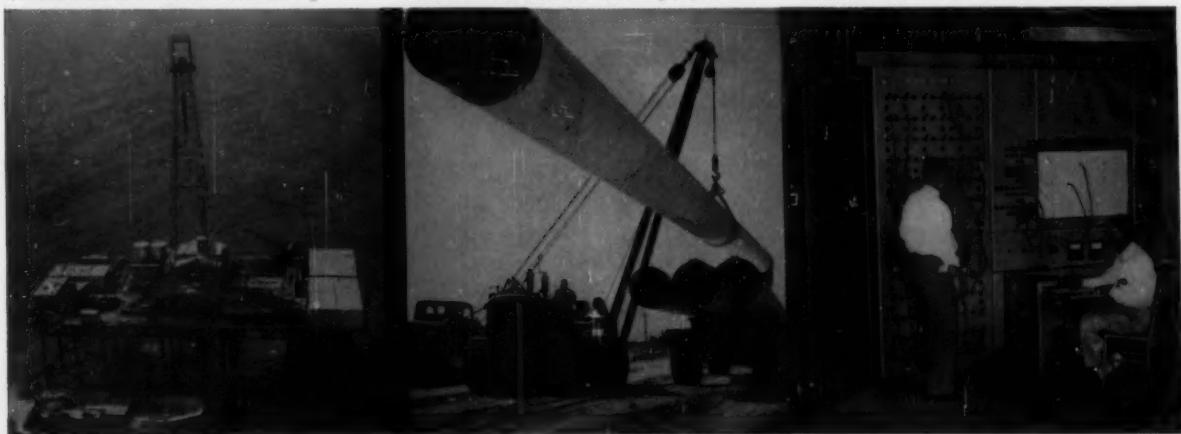
• See your college placement director  
for a copy of this free booklet  
or write today to:

**AMERICAN GAS ASSOCIATION**  
420 Lexington Avenue      New York 17, N. Y.

**PRODUCTION.** Off-shore drilling

**TRANSMISSION.** Building pipelines

**DISTRIBUTION.** Using computer



# An Open Letter to Career Advisors



*Many young graduate engineers  
aren't sure of the phase of  
engineering for which they are suited.*

*Allis-Chalmers offers these men  
an excellent opportunity for choice*

THE Allis-Chalmers training course for graduate engineers, started in 1904, gives each individual a chance to find the type of work he likes best. Over 90 training stations are available with expert guidance when he wants it.

Because of Allis-Chalmers activity in such industries as electric power, ore processing, earth moving, agriculture and nuclear energy, A-C offers openings in many fields, such as:

**Research, design  
manufacturing, application**

- Thermodynamics
- System Analysis (Electrical and mechanical)

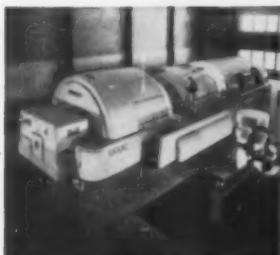
- Stress Analysis
- Hydraulics
- Electronics
- Process Engineering
- Metallurgy
- Nucleonics
- High Voltage Phenomena
- Analogue and Digital Computers
- Fluid Dynamics

The Allis-Chalmers training program offers up to two years of theoretical and practical training. Most of the A-C management group are graduates of this course.

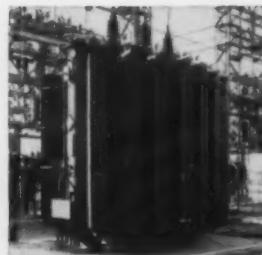
We believe your young engineers will benefit from talking over the training program with an Allis-Chalmers representative when he visits your campus.

**If you have any questions, contact Allis-Chalmers,  
Graduate Training Section, Milwaukee 1, Wisconsin.**

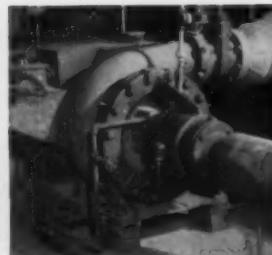
## ALLIS-CHALMERS



Steam Turbines



Transformers of all types



Pumps, Blowers



Cement-Making Equipment

■ To give complete coverage of the broad and complex field of college placement and recruitment, the JOURNAL must depend upon the contribution of articles from industry, business, governmental agencies, and the colleges.

The editorial purpose of the JOURNAL is to provide information and guidance to professional placement and recruitment officers. As a consequence, articles should be aimed to this readership, not to the student. Further, approximately two thirds of its subscribers are in the business or governmental recruitment field and a few more articles are sought to interest this audience than those in placement although the proportion is not as heavily imbalanced.

A series of questions can perhaps best be applied to material which suggests itself for article content: Will it provide truly new ideas or knowledge that the placement or recruitment officer can apply to his work? Does it concern a truly fresh approach or is it a variation of an idea or theme already overworked? Has it appeared elsewhere? Is it expended more than necessary? Is it based on a study of the field or on unsupported personal opinion? Has like material appeared in the JOURNAL within the year?

The most commonly submitted copy is in the form of speeches which have been presented before Regional Associations or like management groups. Only in a few cases are such manuscripts used. A speech seldom reads as well as it sounds and the editors are aware that the content is already known to a large group of JOURNAL readers. If the basic theme of the address is strong enough, it can be condensed and rewritten by the author, submitted in article form, and enjoy a much greater chance of acceptance.

In a few instances, articles have been forwarded by a second party after assurances to the author that the JOURNAL will accept the material. This practice can result in embarrassment to all concerned. The JOURNAL material is circulated through an Editorial Board which

passes on the content of the article, its form, and often its style. The manuscript may prove to be unsatisfactory on any one of these counts and is then returned to the author, occasionally with suggestions as to its revision. Even articles requested by JOURNAL editors are subject to this review.

Material submitted need not be in the form of a completely developed manuscript. The JOURNAL particularly welcomes short notes relating humorous incidents or brief suggestions on new methods of approaching placement and recruitment problems. News items concerning changes of personnel or practice are also valuable. Public relations and news offices of every firm and college should be alerted to include the JOURNAL in the mailing lists of releases dealing with its field but not — please — every news item that the company releases!

Length of articles is ordinarily determined by content but in general, the JOURNAL prefers the material to be limited to five or six pages of double-spaced typescript or less. Photographs supplementing the written word or well executed charts and graphs of statistical material are also of value to the final presentation of the article. Style should be narrative and relatively informal, avoiding the pedantic approach and the use of footnotes common to college theses.

It is suggested that in instances where an author is interested in writing on a specific subject, he query the JOURNAL as to its interest in such material. This provides the opportunity of reaching a preliminary agreement on the acceptability of the manuscript. It does not, however, guarantee the article's use as it is still subject to final approval by the Editorial Board.

The JOURNAL is rapidly approaching the time when it can accept color transparencies rather than completed plates for its cover subjects. As this material is processed somewhat in advance of the issue concerned, editors will welcome the opportunity of reviewing such transparencies for possible use in future issues.

## HAVE YOU AN ARTICLE ?

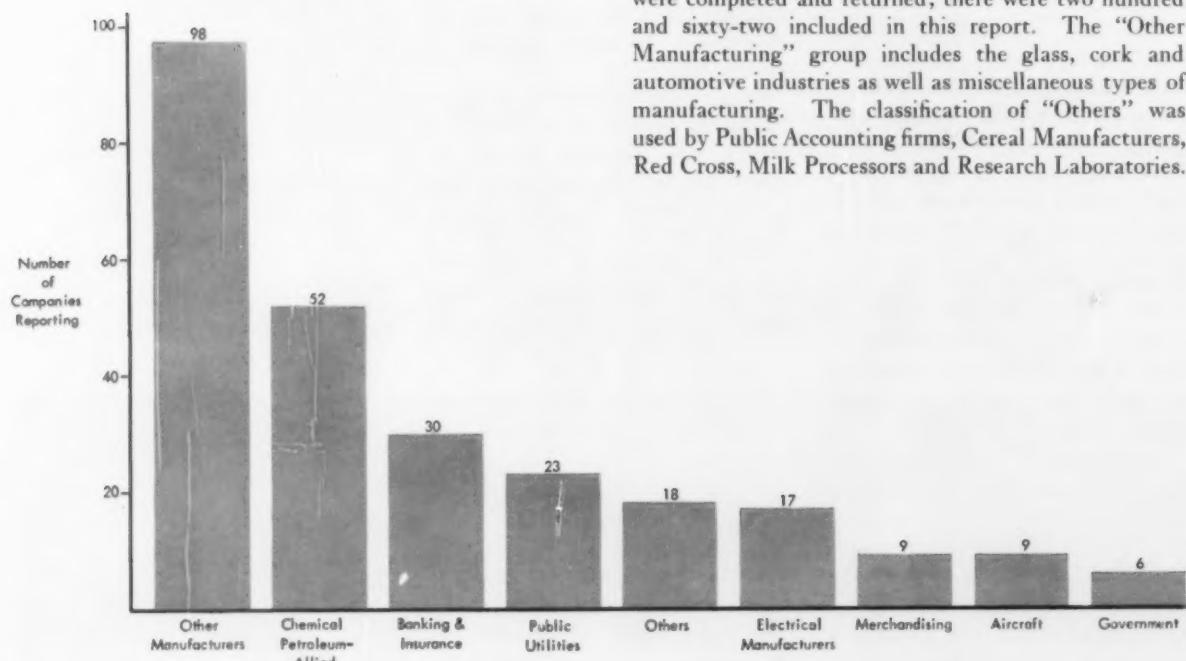
*The Journal welcomes its readers as contributors to the literature of placement but suggests a few rules that may ease the task of authors and editors.*

MIDWEST COLLEGE PLACEMENT ASSN.

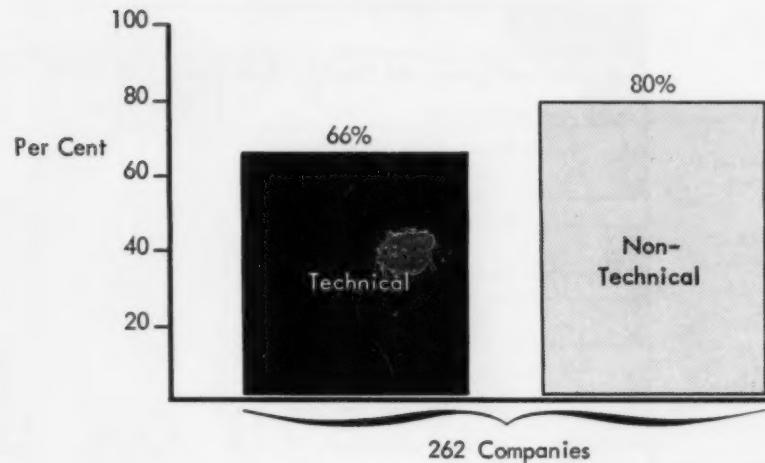
ANNUAL RECRUITING  
SURVEY

1957

*The annual survey of the Midwest College Placement Association has become a barometer for the climate in the recruiting year ahead. This year's statistics and charts have been prepared by a committee under the chairmanship of D. F. Waggoner of General Motors with V. A. Buescher of Thompson Products, C. H. Ebert, Jr., of Westinghouse, H. H. Finn of Continental Can, A. W. Moise of Ralston Purina, and R. C. W. Sadler of J. L. Hudson participating.*



**What Per Cent of Your Requirements Did You Obtain  
In The 1956-57 Season?**



Although, no doubt, there are graduates of the class of 1957 who have not yet accepted employment, this chart indicates that business is still capable of absorbing all the college level men who are trained by our schools and universities. Only 66% of the technical openings and 80% of the non-technical positions were filled this past season.

The Aircraft Industry and the Electrical Industry enjoyed the most success in filling their technical needs as both groups obtained 78% of their requirements. In the non-technical area the Chemical, Petroleum and Allied Industry lead all other groups in hiring eighty-eight men for every 100 original openings.

There was still considerable competition during the 1956-1957 recruiting season. The acceptance rate for technically trained men of 29% indicates that companies, on the average, had to make 3.44 job offers for each student hired. For the non-technically trained graduate the acceptance rate was 60% with 1.67 job

offers being made for each of these graduates hired.

This chart further indicates that there was still considerable competition for college trained men during the 1956-1957 season. As will be noted, the Merchandising group had an acceptance rate for technically trained men of 10%. The overall picture shows a technical acceptance rate of 29%, or in other words companies were required to make 3.44 job offers for each man hired. The acceptance rate for non-technically trained men was 60% which, of course, means that 1.67 job offers were extended for each acceptance.

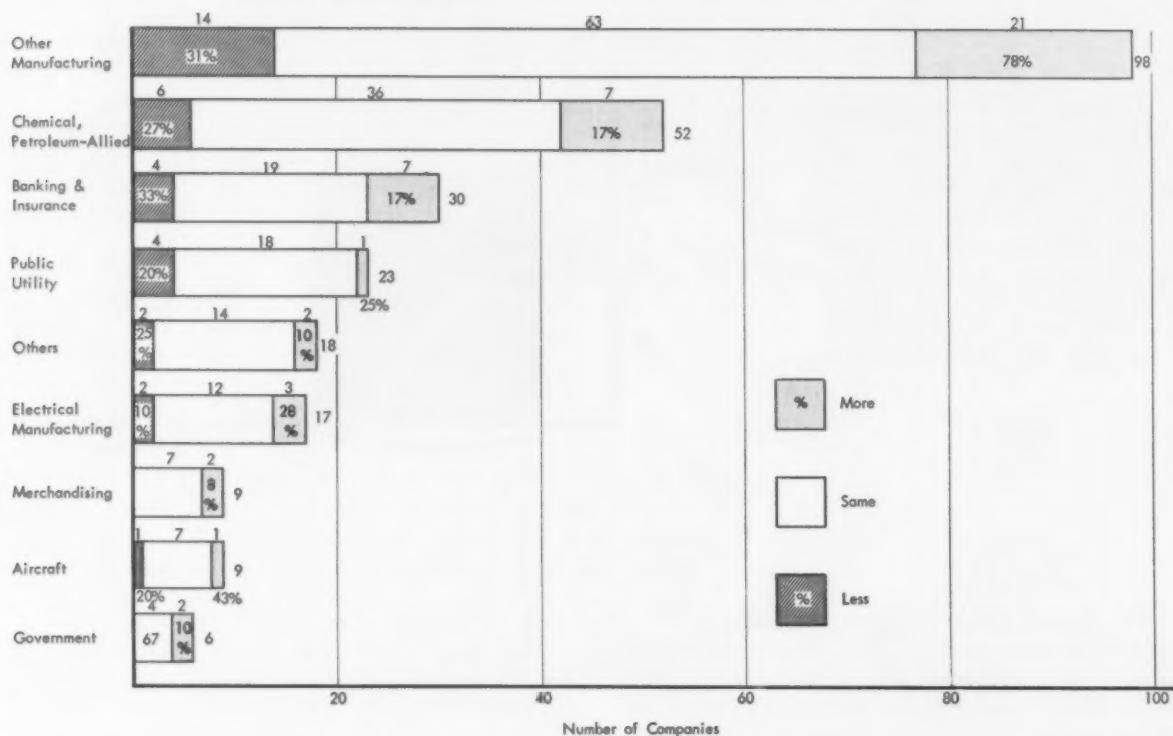
**What per cent of your requirements did you obtain in the 1956-1957 season?**

	Technical	Non-Technical
	%	%
Public Utility.....	60	75
Merchandising.....	75	77
Banking, Insurance, Investment.....	63	80
Government.....	42	83
Aircraft.....	78	77
Chemical, Petroleum & Allied Products.....	70	88
Electrical Manufacturing....	78	81
Other Manufacturing.....	61	83
Others.....	75	76
Overall.....	66%	80%

**What was your per cent of acceptances to job offers?**

	Technical	Non-Technical
	%	%
Public Utility.....	33	65
Merchandising.....	10	50
Banking, Insurance, Investment.....	33	57
Government.....	25	70
Aircraft.....	23	50
Chemical, Petroleum & Allied Products.....	34	65
Electrical Manufacturing....	36	60
Other Manufacturing.....	29	53
Others.....	40	66
Overall.....	29%	60%

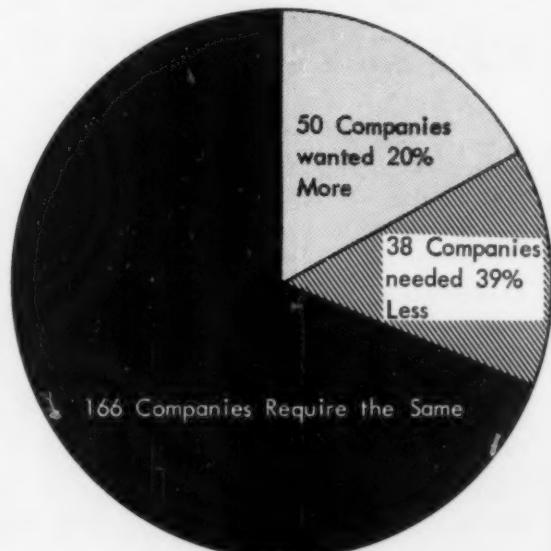
### How Will Your 1958 Requirements For College Level Men Compare With Your 1957 Needs?



It appears that we will remain in a competitive situation for college graduates during the coming year. There were several indicated "soft" spots but for the most part, those companies who will be seeking more graduates next year will assure the 1958 graduate of

several openings from which to choose. No doubt, recruiters will be concentrating more on the top students while those students who have not yet demonstrated leadership potential may have to seek employment opportunities more aggressively.

### Did Your Requirements For College Level Men Change During The 1956-57 Season?



One hundred and sixty-six of the two hundred and sixty-two companies included in this survey indicated that their needs for college level men did not change during the recruiting season. There were some industries reporting that their requirements were reduced, but for the most part these losses were made up by increased demands of other companies.



THE DOW CHEMICAL COMPANY

MIDLAND MICHIGAN

# here we go again!

TO PLACEMENT DIRECTORS:

Gentlemen:

Reviewing the results of Dow's college recruiting program the past school year, we're impressed by the part that you — as Placement Directors — played in our success.

You answered, with assistance, our "Help Wanted" plea. You listened with patience, to our version of those questions you must hear so many times:

- \* Can we have ALL your interviewing facilities this trip?
- \* What happened to the literature we sent you?
- \* Are you sure you don't have more ALL-A 4.0 or Phi Beta Kappa students?
- \* Who took down our posters?
- \* Do you have a young ichthyologist (minimum of Ph.D.) with a side specialty (and some experience, please) in the cost accounting of chemical engineering on process plants?

AND NOW — here we go again! Chances are that our script won't change but, until we see you, Dow's college recruiters would like to say:

- \* Thanks for your help.
- \* Thanks for your cooperation.
- \* Thanks for making our job easier.

Yours very truly,

*David H. Morgan*

David H. Morgan  
Director College Relations

This table shows the change in graduate requirements during the 1956-1957 season and is divided into the nine major types of companies who responded to the questionnaire. Probably the most interesting observation is that in the "Other Manufacturing" group, twenty-eight companies, of the forty-one whose requirements did change, reduced their needs during the season.

**Did your requirements for college level men change during the 1956-1957 season?**

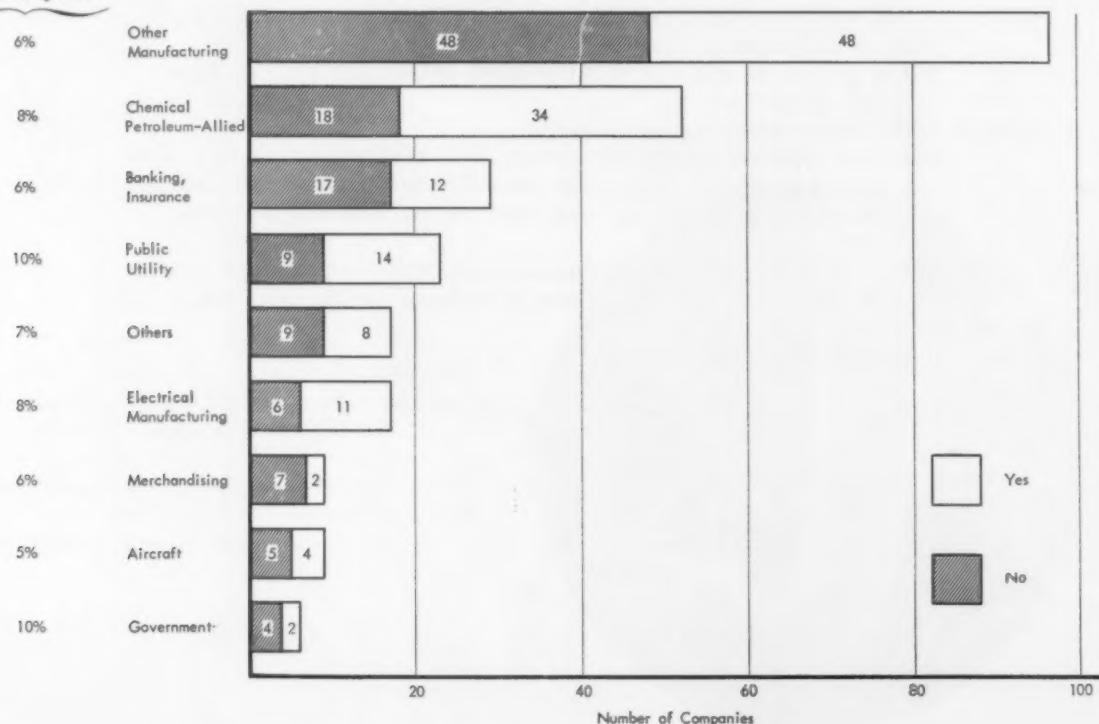
Type of Company	No	Yes	Up	Down
Public Utility.....	16	6	3	3
Merchandising.....	8	1	1	—
Banking, Insurance, Investment.....	18	12	9	3
Government.....	5	1	1	—
Aircraft.....	3	6	3	3
Chemical, Petroleum & Allied Products.....	30	21	13	8
Electrical Manufacturing...	13	3	3	—
Other Manufacturing.....	58	41	13	28
Others.....	15	3	2	1
	—	—	—	—
<b>Totals.....</b>	<b>166</b>	<b>94</b>	<b>48</b>	<b>46</b>

Approximately one half of all companies reported that they adjusted their starting salaries during the 1956-1957 recruiting season. For those companies who did raise their rates, the average adjustment was

7.3%. Most of this increase applied to the June graduate only and the mid-term graduate did not benefit too much from these rate changes.

**Did You Adjust Your Starting Salary After The Beginning Of The 1956-1957 Season?**

Average % Adjustment for  
those companies who did  
raise starting rates



# BS, MS, PhD Candidates

## WHY SHOULD YOU CONSIDER RCA?

RCA engineering management has time-tested ideas on helping you discover exactly which is your "ideal" engineering field. This is no time for a snap decision. Why not make a beginning with this brief rundown on RCA's college-to-industry plans . . .

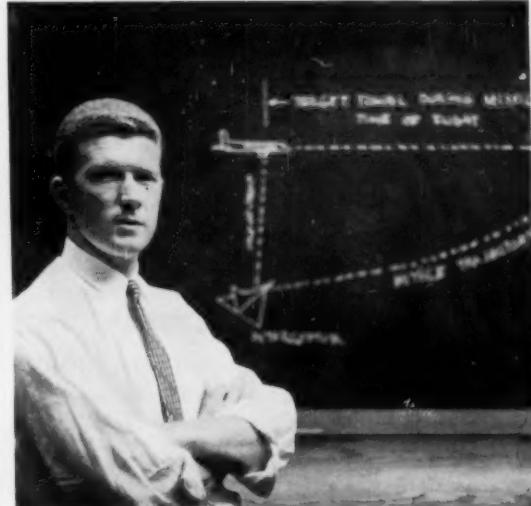


**DESIGN AND DEVELOPMENT**

From the start, you're a professional engineer, in status and salary. Your various assignments are in keeping with your interests. Professional engineers guide your progress and help you make the most of this overall view of RCA opportunities. RCA's advancement programs work to your advantage as you train, just as they do after you assume full professional responsibility. Assignments may be in military or commercial electronics.

### DIRECT HIRE

Possibly you're *already* sure of the engineering direction you want to take. With experience and education that meet RCA's requirements, you'll find dozens of opportunities for direct assignment in many RCA engineering fields.



**GRADUATE STUDY**

RCA will pay for tuition, fees, approved texts and materials as you go on to your MS in EE, ME or Physics. You undertake approximately half a full academic schedule, earning your degree in two years or less. You're eligible for RCA benefits and merit increases.

Working in military or commercial electronics, you study at the University of Pennsylvania. On Electron Tube or Semiconductor assignments, you attend Rutgers University.

### GET THE STORY...THEN DECIDE

See your placement officer about getting together with an RCA representative, and to receive detailed brochures on RCA plans for your future. If you are tied up when RCA's representative is on campus,

*send a resume to:*

**Robert Haklisch, Manager, College Relations, Dept. CR-IK**  
**Radio Corporation of America, Camden 2, N.J.**



---

*Tomorrow is here today  
at RCA*



**RADIO CORPORATION of AMERICA**

**Do you grant starting pay allowances above the base salary for any of the following?**

No.	Type of Company	Campus Activities	Scholastic Standing	Related Summer Work	Related Military Experience	C/L Allowance	Others
(23)	Public Utility.....	2	1	14	14	—	7
(9)	Merchandising.....	—	1	2	2	—	1
(30)	Banking, Insurance, Investment.....	1	4	3	11	1	2
(6)	Government.....	—	—	2	2	—	1
(7)	Aircraft.....	—	5	7	3	3	—
(52)	Chemical, Petroleum & Allied Products.....	11	22	38	41	1	4
(17)	Electrical Manufacturing.....	1	8	15	16	1	3
(98)	Other Manufacturing.....	6	19	38	53	15	9
(18)	Others.....	1	3	4	4	—	1
(260)	<b>TOTALS.....</b>	<b>22</b>	<b>63</b>	<b>123</b>	<b>146</b>	<b>21</b>	<b>28</b>

Pay allowances above the base salary were primarily given for related summer or military experience. Very few companies reported that scholastic standing or participation in campus activities had any effect on starting salary offers, although they were instrumental

in determining whether or not a job offer would be made. Only twenty-one of the two hundred and sixty-two companies reported that they have a cost of living allowance added to the base salary.

Starting salaries were higher again this year. The averages listed are probably on the low side for the following reasons:

1. Salaries are the average offers made from the fall of 1956 through the spring of 1957.
2. These figures include offers to all students and were not limited to the outstanding prospects.
3. Although Banking, Insurance and Merchandising companies do not require large numbers of technically trained men, their salary offers were included in figuring the averages.
4. These figures are not weighted averages with allowance given for the numbers of men hired at each salary level.

**Including all allowances, what salary did you offer the 1957 graduate?**

Degree	Technical		
	Minimum	Maximum	Average
B. S.....	\$300.00	\$525.00	\$436.00
M. S.....	\$436.00	\$644.00	\$489.00
Ph. D.....	\$487.00	\$852.00	\$645.00

	Non-Technical		
	Minimum	Maximum	Average
B. S./B. A.....	\$300.00	\$500.00	\$391.00
M. A./M. B. A....	\$325.00	\$575.00	\$429.00

**Including all the above allowances, what average monthly salary did you offer the 1957 Technical graduate?**

	B. S. Degree			M. S. Degree			Ph. D. Degree		
	Min.	Max.	Avg.	Min.	Max.	Avg.	Min.	Max.	Avg.
Public Utility.....	\$436	\$525	\$466	\$425	\$525	\$468	—	—	—
Merchandising.....	\$400	\$449	\$421	\$425	\$475	\$444	—	—	—
Banking, Insurance, Investment.....	\$350	\$450	\$384	—	—	—	—	—	—
Government.....	\$325	\$475	\$394	\$425	\$500	\$452	\$508	\$675	\$588
Aircraft.....	\$450	\$505	\$479	\$500	\$644	\$560	\$625	\$852	\$746
Chemical, Petroleum & Allied Products....	\$414	\$500	\$455	\$450	\$600	\$510	\$600	\$725	\$669
Electrical Manufacturing.....	\$425	\$500	\$463	\$475	\$625	\$522	\$600	\$725	\$683
Other Manufacturing.....	\$375	\$525	\$453	\$425	\$600	\$495	\$475	\$725	\$650
Others.....	\$300	\$525	\$436	\$425	\$525	\$394	\$500	\$725	\$638

As will be noted, the Public Utility, Aircraft, Electrical Manufacturing, Other Manufacturing, Chemical and Petroleum Industries who normally employ large numbers of graduates all indicate starting

salaries above the overall average. The number of students employed at each salary level was not given and the top college prospects were paid well above the average listed.

**Like buying a new pair of shoes . . .**

**If the job's a "good fit",  
a man can step out and go places!**

A smart shoe salesman fits the shoe to the *man* . . . not the man to the shoe!

In much the same way, Thompson Products measures the abilities and ambitions of the college graduate . . . then fits the job to *him*! This sensible approach has paid off over the years. It gives thousands of college men the opportunity to "find themselves" and start successful careers *sooner*. And it gives Thompson a finer type of personnel that helps our "growth company" grow faster.

Thompson has multiplied its sales 100 times in the past 23 years. It's a big company, but each of its divisions operates as a smaller company within itself where men cannot get "lost in the crowd".

Thompson offers graduates a wide range of career opportunities . . . mechanical, chemical, electrical, electronic, metallurgical, aeronauti-

cal, and industrial engineering—in manufacturing, research and development . . . industrial and business administration, including sales, accounting, purchasing and personnel.

For more comprehensive information about Thompson Products, write Gerald Wellman, Central Staff Placement, Thompson Products, Inc., 1845 East 30th Street, Cleveland 14, Ohio.

**Thompson**  
 **Products**

Manufacturers of automotive, aircraft, missile, industrial and electronic products. Factories in eighteen cities.

*Men who GO with Thompson GROW with Thompson*



Non-technical salaries did not follow the same pace of the technical salaries, but here also the trend over the past season was upwards.

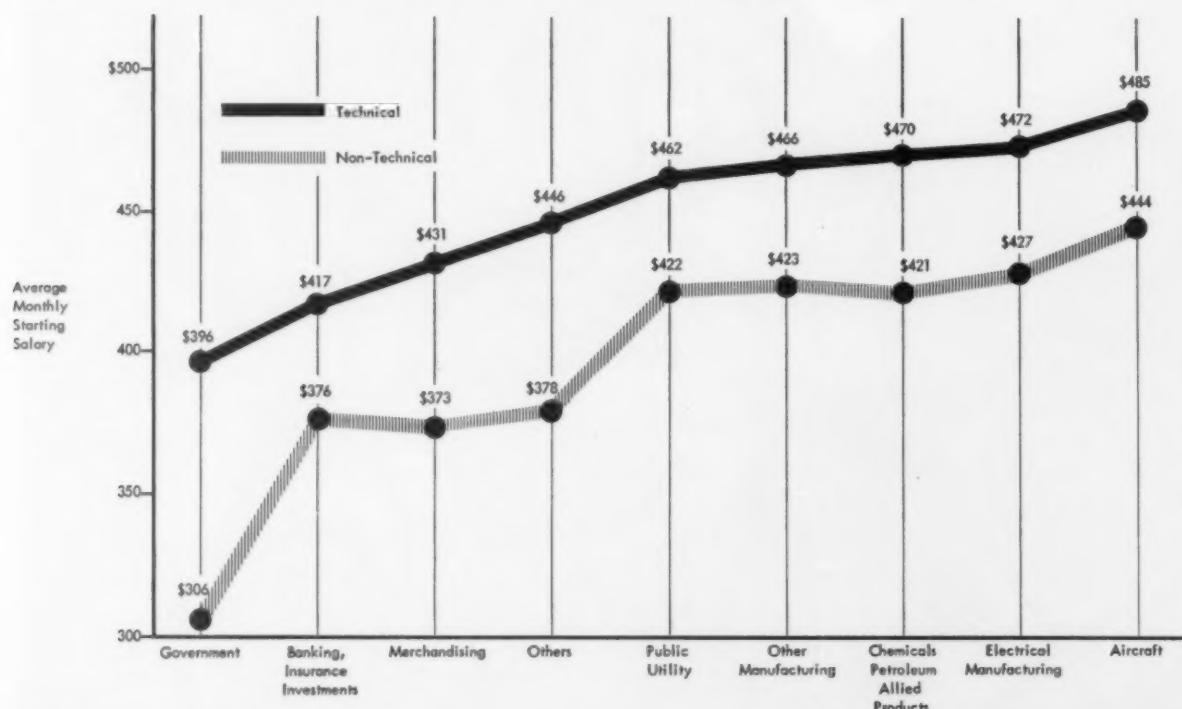
**Including above allowances, what average monthly salary did you offer the 1957 Non-Technical graduate?**

	B. A./B. S. Degree			M. A./M. B. A. Degree		
	Minimum	Maximum	Average	Minimum	Maximum	Average
Public Utility.....	\$375	\$450	\$405	\$425	\$500	\$447
Merchandising.....	\$325	\$425	\$367	\$325	\$450	\$389
Banking, Insurance, Investment.....	\$325	\$450	\$361	\$325	\$500	\$410
Government.....	\$300	\$450	\$345	\$350	\$450	\$377
Aircraft.....	\$400	\$475	\$426	\$425	\$550	\$499
Chemical, Petroleum & Allied Products....	\$350	\$475	\$407	\$375	\$575	\$458
Electrical Manufacturing.....	\$375	\$475	\$417	\$400	\$525	\$452
Other Manufacturing.....	\$325	\$500	\$407	\$375	\$550	\$456
Others.....	\$300	\$475	\$384	\$400	\$500	\$447

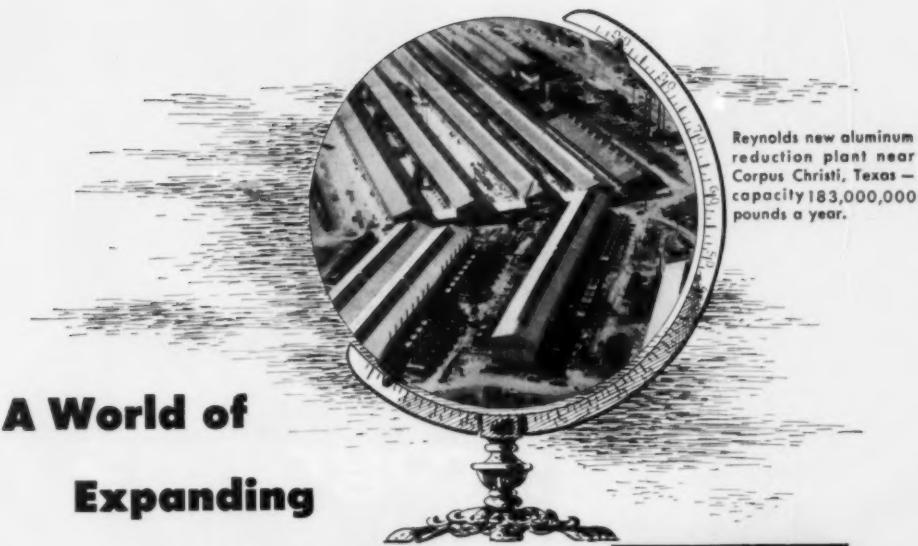
It appears that the salary level for the 1958 graduate will still be increased over the average salary received by the 1957 graduate. The amount of predicted increase is not, however, as large as has been indicated in the past. Public Utilities, Other Manufacturing, the Chemical-Petroleum Industry, the Electrical Manufacturing group and the Aircraft Industry are all

planning on paying the average 1958 graduate \$460.00 or more per month. Again the top prospects in each class will probably command \$500.00 or more per month. Bonus plans and other unusual compensation plans did not develop significantly during the 1956-1957 season and there is no indication of any further development in this area for the coming season.

**What Average Gross Salary Do You Expect To Pay The 1958 Graduate?**



*(Continued on page 59)*



## A World of Expanding Opportunity!

Reynolds Metals Company offers the ambitious engineering graduate a world of opportunity.

Reynolds operations include bauxite mining...chemical and electrolytic processing...sheet rolling...drawing and extrusion...foil rolling and printing...powder and paste production...parts fabrication.

Promising careers exist for

graduates in virtually any phase of engineering.

On-the-job training and liberal insurance, hospitalization and retirement programs are maintained.

For important background information, mail the coupon. If you are interested now, write direct to Manager, College Recruiting, Reynolds Metals Company, 3rd and Grace Sts., Richmond 19, Va.

Reynolds new aluminum reduction plant near Corpus Christi, Texas — capacity 183,000,000 pounds a year.

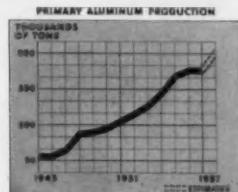


Tapping one of huge battery of electrolytic cells.



Sheet rolling — reverse hot mill in operation.

# REYNOLDS ALUMINUM



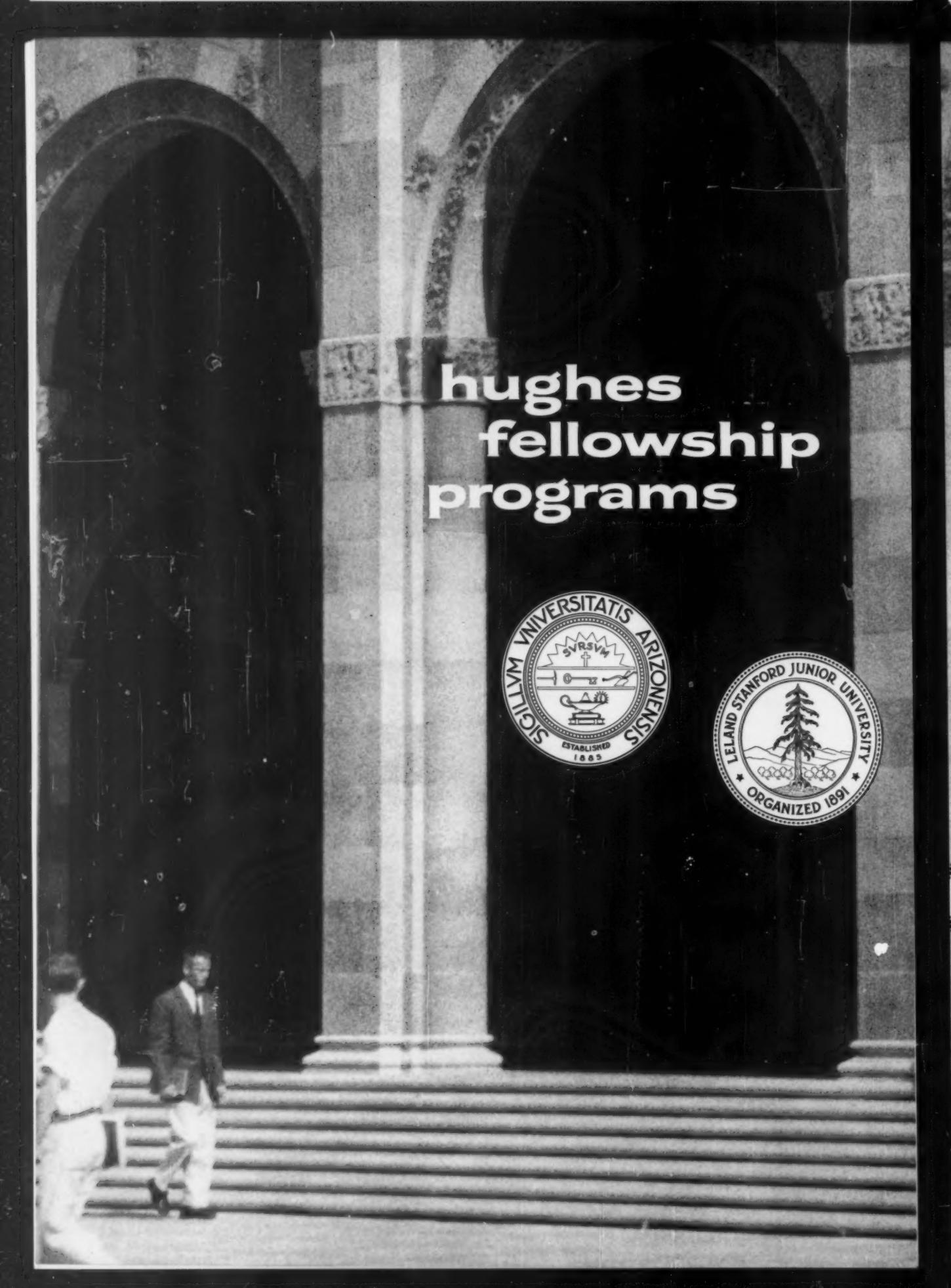
Reynolds expanding production — historic chapter in 19 years of continuing growth.

Reynolds Metals Company, Employment Dept.  
Richmond 19, Virginia

Please send me, FREE, your 96-page booklet, "The ABC's of Aluminum"; also the 44-page book, "Reynolds Aluminum...and the Company that makes it."

Name.....

Address.....



# **hughes fellowship programs**



## howard hughes fellowships

Ten awards are open to candidates interested in studies leading to a Doctor of Philosophy or Doctor of Engineering degree or in conducting post-doctoral research.

Each Fellowship provides a cash award of not less than \$2000 . . . a minimum salary of \$2500 for summer or part-time work . . . up to \$1500 for tuition, books, and research expenses . . . and moving and transportation costs. Eligibility is based on the completion of one year of graduate work in physics or engineering, and qualification for graduate standing at California Institute of Technology, University of California (Berkeley), or Stanford University. Application closing date: January 15, 1958.

## master of science fellowships

One hundred awards are open to participants who will complete courses leading to the Master of Science degree within 2 academic years. Tuition, admission fee, and books will be provided. During the summer they will have the opportunity to work with experienced Hughes scientists and engineers, while receiving salaries based upon their ability and technical experience.

Applicant must receive his B.S. degree during the coming year in Aeronautical Engineering, Electrical Engineering, Mechanical Engineering, or Physics. Participant may request his graduate school from the following six institutions: University of Southern California, UCLA, Stanford University, University of Arizona, Purdue University, or West Virginia University.

*Write, specifying appropriate fellowship, to:  
Office of Advanced Studies*

**HUGHES**

RESEARCH AND DEVELOPMENT  
LABORATORIES

*Hughes Aircraft Co., Culver City, Calif.*





## *What would happen, if...?*

Discovery begins with curiosity. And the scientist's question, "What would happen, if . . . ?" is the prelude to progress. But successful scientific inquiry needs the all-important combination of capable tools and encouraging environment.

**This promising combination** exists at Owens-Illinois, not only for engineers and scientists, but for career men in all phases of the Company's operations. And, Owens-Illinois offers the college graduate a wide choice of careers in sales, production, accounting, administration, engineering and research.

*What would happen if . . .  
You made your career at Owens-Illinois?*

**Promotion from within**, a long-established policy at Owens-Illinois, adds real security to the future for those men who can grow.

**Regardless of your Military status**, Owens-Illinois will give full consideration to your application for immediate employment.

**Individualized training programs**, under qualified and carefully planned supervision, are keyed to develop the skills of young men building their careers with Owens-Illinois.

**The more than 34,000 people at Owens-Illinois  
help make and sell these products:**

Duraglas Bottles and Jars • Metal and Plastic Closures • Kimble Laboratory Glassware  
Libbey Safedge Glassware • Plastic Containers and Fitments • Television Bulbs  
Glass Block • Kaylo Insulation • Kimble and Hemingray Insulators

*We invite you to write to: } E. H. Marks, Director, Selection of Specialized Personnel*

MAKERS OF **(I)** PRODUCTS

**OWENS-ILLINOIS**  
GENERAL OFFICES • TOLEDO 1, OHIO

**What average monthly gross salary do you expect to pay the 1958 Bachelor degree graduate?**

Type of Company	Technical			Non-Technical		
	Minimum	Maximum	Average	Minimum	Maximum	Average
Public Utility.....	\$425	\$525	\$462	\$375	\$450	\$422
Merchandising.....	\$400	\$460	\$431	\$350	\$400	\$373
Banking, Insurance, Investment.....	\$358	\$450	\$417	\$345	\$411	\$376
Government.....	\$373	\$445	\$396	\$306	\$306	\$306
Aircraft.....	\$475	\$505	\$485	\$435	\$453	\$444
Chemical, Petroleum & Allied Products....	\$412	\$518	\$470	\$362	\$465	\$421
Electrical Manufacturing.....	\$450	\$505	\$472	\$400	\$475	\$427
Other Manufacturing.....	\$400	\$500	\$466	\$350	\$500	\$423
Others.....	\$425	\$500	\$446	\$325	\$487	\$378
Overall.....	\$358	\$525	\$450	\$306	\$500	\$395

This table is a further breakdown of the chart on page 54. It should be pointed out that several types of companies who are planning to pay the technical

graduate less than \$450.00 per month do not normally require large numbers of graduates.

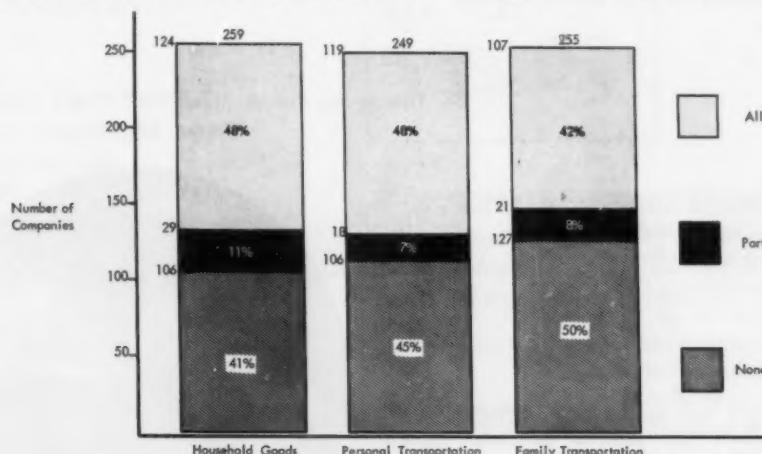
**How soon after employment are salary increases granted and of what nature are they?**

Increase Patterns	No. of Companies	Types of Increases		
		Automatic	Merit	Amount
6, 12, & 18 months .....	85	1st increase.....	75	5%
6, 12, & 24 months.....	77	2nd increase.....	44	6%
12, 24, & 36 months.....	29	3rd increase.....	14	8%
Others.....	37			

The most common salary increase patterns are almost identical to the patterns which developed from previous surveys. One tendency which was noted is that com-

panies or industries whose starting salary is on the low side normally grant a larger per cent increase when adjustments are made.

**Do You Pay Moving Expenses From New Employee's Home or College To His First Permanent Work Location?**



The practice of paying personal and family moving expenses is being followed by more companies each year. 50% or more of all companies reported that they are paying part or all of the personal and family

moving expenses. Just three years ago only one out of four companies was paying moving and transportation expenses.

Advanced degree programs are more popular with the students than ever before and are being more widely used by industry. Most companies do not conduct their own advanced degree programs, but have established, on a part-time night school basis, their programs with local schools and universities.

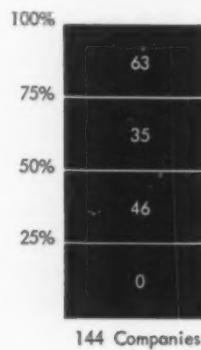
**Do you have advanced degree programs?**

	Yes	No
No. of Companies.....	120	141
% of Companies.....	46%	54%

**Do you reimburse for tuition and fees?**

	Yes	No
No. of Companies.....	145	107
% of Companies.....	57%	43%

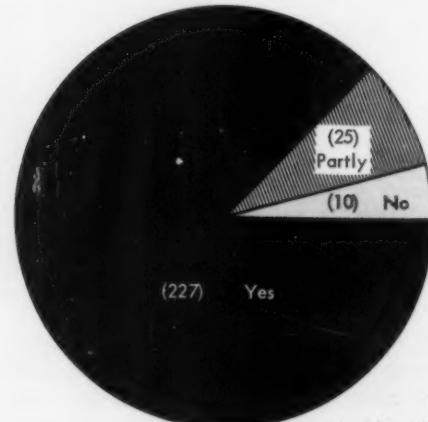
**What Per Cent of Advanced Degree Tuition and Fees Do You Pay?**



The possibility of obtaining an advanced degree while working full time has apparently taken on more importance for the graduate. Companies are recognizing the value of offering advanced degree programs. Sixty-three companies are now paying 75% to 100% of the tuition and fees. Thirty-five companies are paying 50% to 75% and forty-six companies are reimbursing 25% to 50% of the cost of these programs.

**Do You Invite For A Plant Visit Those Students To Whom You Make Job Offers?**

The practice of inviting college graduates to make company visitations prior to receiving a job offer is almost a universal practice. Two hundred and twenty-seven of the companies reported that plant visitations are a part of their employment procedure and an additional twenty-five extend invitations to selected students before a job offer is made.



# Ingersoll-Rand offers these opportunities for qualified graduates:



## SALES ENGINEERING

(including Advertising)

ME, IE, EM, EE, CE  
Bachelor



## ENGINEERING

(Design, Research, Development)

ME  
Bachelor and Master



## PRODUCTION ENGINEERING

(including Foundry &  
Metallurgical Divs.)

ME, IE  
Bachelor

## BUSINESS ENGINEERING

(Controller's Division & Purchasing)

Combined engineering & business degrees  
Bachelor and Master

Openings for undergraduates also available during the summer.

# Ingersoll-Rand

HEADQUARTERS: 11 Broadway, New York 4, N. Y.

PLANTS: Phillipsburg, N. J. — Painted Post, N. Y. — Athens, Pa.

SALES OFFICES: in principal cities of U.S.A. and  
throughout the world

14-642

Ingersoll-Rand is recognized the world over as a leading manufacturer of air and gas compressors, turbo-blowers, centrifugal pumps, diesel and gas engines, vacuum and steam condenser equipment, water vapor refrigeration and air conditioning equipment, air and electric tools, and mining and construction equipment.

### Reference Material

#### "Engineering Careers with Ingersoll-Rand"

A full discussion of the training course and company products.

#### "Our Latchstring Is Out"

A pocket size booklet about the Company, its history, products and services.

#### Company Information Sheet

A quick glimpse of Ingersoll-Rand and available openings.

Please direct inquiries to:

Mr. E. E. Breault

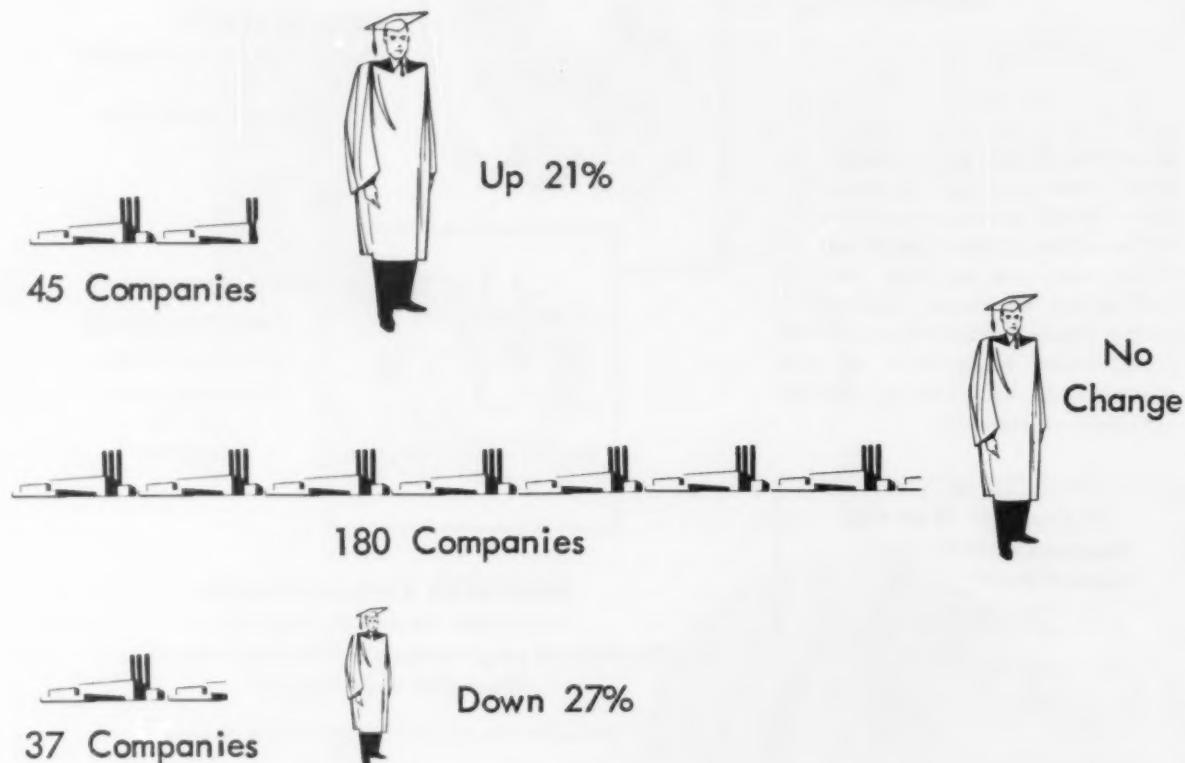
INGERSOLL-RAND COMPANY  
11 Broadway, New York 4, N.Y.

This table is merely a further breakdown on the practice of inviting graduates to make a company visitation prior to receiving a confirmed job offer. Again the pattern shows that two hundred and fifty-two of the companies invite all or part of those students to whom they expect to make job offers.

**Do you invite for a plant visit those to whom you make job offers?**

Type of Company	No	Yes	Partly
Public Utility.....	1	19	2
Merchandising.....	1	5	3
Banking, Insurance, Investment.....	3	26	1
Government.....	2	3	1
Aircraft.....	1	4	3
Chemical, Petroleum & Allied Products.....	1	45	6
Electrical Manufacturing.....	—	14	3
Other Manufacturing.....	—	96	3
Others.....	1	14	3
<b>Totals.....</b>	<b>10</b>	<b>226</b>	<b>24</b>

**How Will Your 1958 Requirements For College Level Men Compare With Your 1957 Needs?**



The above chart, further illustrating the data found on page 48, has been placed at the conclusion of the M.C.P.A. salary survey to reemphasize the anticipated recruitment picture for the 1957-58 season. Even though this chart indicates that the overall

requirements will not change substantially, it should be pointed out that there is evidence that there will be a downward trend in job openings since there were more major companies which indicated less requirements for the 1958 graduate.



# Going UP!

**These five young engineers have been moving in that direction since they came to Columbia Gas System**

Thomas P. Peyton, ME, Purdue '46—employed as engineer trainee, four promotions, now Gas Estimating Engineer.

Wm. F. Redd, ME, Ohio State '47—employed as engineer trainee, four promotions, now Dist. Supt. of Distribution.

John Y. Neal, CE, V.M.I. '53—employed as engineer trainee, two promotions, now Staff Engineer.\*

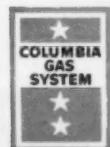
Earl G. Flower, PE, U. of Pittsburgh '49—employed as engineer trainee, three promotions, now Staff Engineer.

Jack G. Brown, EE, Vanderbilt '53—employed as engineer trainee, three promotions, now Corrosion Engineer.

Each occupies a position where he can still grow with one of the nation's largest natural gas utilities. Their steady advancement is typical of that experienced by college and university graduates with Columbia Gas System.

For information about a career with Columbia Gas System, contact your placement office or write to the Director of Employee Relations in the Group Company in which you are interested.

\*Recently returned from two year military leave of absence.



**THE COLUMBIA**  
*Gas* **SYSTEM, INC.**  
COLUMBIA GAS SYSTEM SERVICE CORPORATION  
120 East 41st Street, New York 17, N.Y.

**CHARLESTON GROUP:** United Fuel Gas Company, 1700 MacCorkle Avenue, S.E., Charleston, West Virginia.

**COLUMBUS GROUP:** The Ohio Fuel Gas Company, 99 North Front St., Columbus 15, Ohio.

**PITTSBURGH GROUP:** The Manufacturers Light and Heat Company, 800 Union Trust Bldg., Pittsburgh 19, Pa.

# THE ONLY CONSTANT IS CHANGE

Just as you are planning for growth on your campus within the next decade, so we at Kroger are stepping up our expansion program to meet the needs of the years ahead.

## EXPANSION REQUIRES EXECUTIVE MANPOWER

More super stores . . . more entire shopping centers . . . more food distribution centers . . . more manufacturing plants . . . all the physical expansions in Kroger's plans open the door to a considerable increase in management personnel at all levels.

Where will this management material come from?  
Mainly from executive-minded college men.

## KROGER NEEDS YOUR HELP!



Outstanding young men on your campus deserve to be informed that careers in the business of food distribution can lead to a multitude of top executive positions. "Operation Future" placed in the hands of students and alumnae shows the exceptional advantages of a Kroger career.

**Kroger**

FOR CAREERS

THE KROGER CO., GENERAL OFFICES,  
35 E. 7th ST., CINCINNATI 1, OHIO

# Recommended reading for engineering and science students



*New brochure describes career opportunities at Phillips*



D. R. McKeithan, Director  
Technical Manpower Division

**PHILLIPS PETROLEUM COMPANY**  
Bartlesville, Oklahoma

This new booklet describes in detail the unusually fine career opportunities at Phillips Petroleum Company—the growth leader among America's integrated oil companies. New projects and expansion programs at Phillips have created many attractive openings for young men in practically every company operation.

At Phillips, the production of crude oil, the refining and marketing of automotive and aircraft fuels and lubricants continue to grow. Phillips is also in the forefront of the great boom in petrochemicals, sparked by a constant stream of new developments in synthetic rubber, plastics, carbon black, fertilizers and other chemical products originating in Phillips research labs. Less publicized Phillips projects include research, development and production programs in the atomic energy and rocket fuels field . . . as well as uranium mining and processing. Phillips is also the number one producer-marketeer of natural gas and liquefied petroleum gas in the nation.

Phillips policy of promotion and transfer from within is creating opportunities for young engineers and scientists who will be the key men of tomorrow.

Write today to our Technical Manpower Division for this new brochure . . . and when the Phillips representative visits your campus, be sure to arrange for an interview.

find  
your future  
with  
**UARCO**



**SALES**  
**PRODUCTION**  
**ACCOUNTING**  
**ENGINEERING**

**Q. What does UARCO do?**

A. As a major producer of business forms and forms handling equipment for more than 60 years, UARCO serves the entire American economy from small retail establishments to the largest corporations. All enterprises depend upon forms to control such key operations as purchasing, receiving, production, selling, disbursing, billing, stock-keeping, collecting and delivery. UARCO manufactures a complete line of continuous and pre-assembled forms for manually and electrically operated typewriters, accounting machines, electronic data processing machines and auto-graphic registers.

**Q. What about the future?**

A. New developments in machine accounting and data processing have opened even greater fields of opportunity to the forms industry. The need for high-quality, precision-produced business forms has increased yearly with the increasing sale of electric typewriters and tabulators and the installation of complex systems for processing data. UARCO is in the forefront of this growth—in engineering, manufacturing and sales. A growing company in an expanding field creates opportunities for personal development and advancement.

**Q. Where is UARCO located?**

A. UARCO operates seven manufacturing plants and maintains forty sales offices throughout the country. Executive offices are in Chicago. Factories are located in Chicago, Illinois; Cleveland, Ohio; Deep River, Connecticut; Waukegan, Illinois; Oakland, California; and Paris, Texas.

**Q. What opportunities does UARCO offer to college graduates?**

A. Career opportunities are available in all areas of our business to liberal arts, business administration and engineering graduates.

**SALES**—Trained to be business forms specialists, UARCO representatives sell to the owners and managers of business enterprises. A salary and commission plan, plus good repeat volume, affords top-notch earning opportunities.

**PRODUCTION**—An in-plant training program covering all phases of manufacturing prepares graduates for posts of responsibility in production. Training covers machine operation, production control, quality control, material control, and accounting.

**ENGINEERING**—Opportunities are available in two fields: Production engineers design and develop printing and paper processing equipment. Product engineers create new and improved stationery products for use with electric accounting and tabulating machines. Prior to assignment to projects, engineers receive thorough on-the-job training. M. E. or E. E. degrees are required.

**ACCOUNTING**—Upon completion of our training program and a period of internship, accountants receive administrative assignments in cost, general accounting, budgeting or auditing.

**For further information about UARCO**

Contact your college Placement Director for a campus interview date. If arrangements have not been made for on-the-campus interviews, send your personal resume to:

Industrial Relations Department

**UARCO** INCORPORATED 141 West Jackson Boulevard, Chicago 4, Illinois

*with the*



## REGIONAL ASSOCIATIONS

### The Canadian Conference June 10-12, 1957

■ The Canadian University Counselling and Placement Association conference held at the University of Ottawa June 10-12, was opened with a comprehensive keynote panel. The industrial side was presented by Mr. George Wilcox, the President of Canadian Westinghouse Corporation, and the academic point of view was ably maintained by Dr. Claude T. Bissell, the President of Carleton University, Ottawa.

Mr. Wilcox stressed the fact that improvement in productivity was becoming increasingly dependent on the effectiveness of salaried supervisory personnel with a consequent necessity for a more effective utilization of the universities' product when graduates entered into industry. Dr. Bissell made headlines by his championship of the intellectual and his assertion that "Intelligence is becoming respectable."

The next day, the conference divided into sections to investigate the trends and urgent problems of student counselling and placement, particularly those that had become of greatest importance during the past year. The Industrial meeting was completely off the record although rumor that leaked through sealed doors showed that self-criticism was not lacking. The University members of the Association were equally frank in their evaluation of the role of counselling in the framework of academic responsibility.

That afternoon, the combined group examined a documented report on the University of British Columbia's drop-outs during the last five years. They were also given

a preliminary summary of the work being done in a survey of the attainments of a large cross-section of Ontario High School pupils. Industry reciprocated by reporting on early turnover in the Steel Company of Canada and in the Bell Telephone Company. As a discussion of value to both College and Industrial interviewers the day concluded with a very informative description of a school for guidance interviewers and counsellors developed at the University of Ottawa under the supervision of Rev. E. H. Shevenell, a charter member of the Association.

The next day had a broadly international flavor. The President of the Association, Dean T. L. Hoskin, reported to the members on his recent visit to Paris as the Association's delegate to the UNESCO conference on educational statistical information. One of the former presidents of UCPA, Mr. J. Andoff, told the meeting about his recent assignment in Switzerland under the ILO to produce a comprehensive international dictionary of occupational definitions. He also described his tour of the United Kingdom Appointments Boards following the completion of his work. Dr. W. A. Mudge, special representative on Inco Educational Assistance Programs, discussed the work that was being done in the United States and Canada to develop a better distribution of industrial assistance to men and women in attendance at universities.

At the business meeting that concluded the sessions, Dean Hoskin was unanimously elected to serve a second term of office as President and Mr. J. F. McLean, Director of Placement, University of British Columbia, was elected Vice-President.

### Rocky Mountain Conference

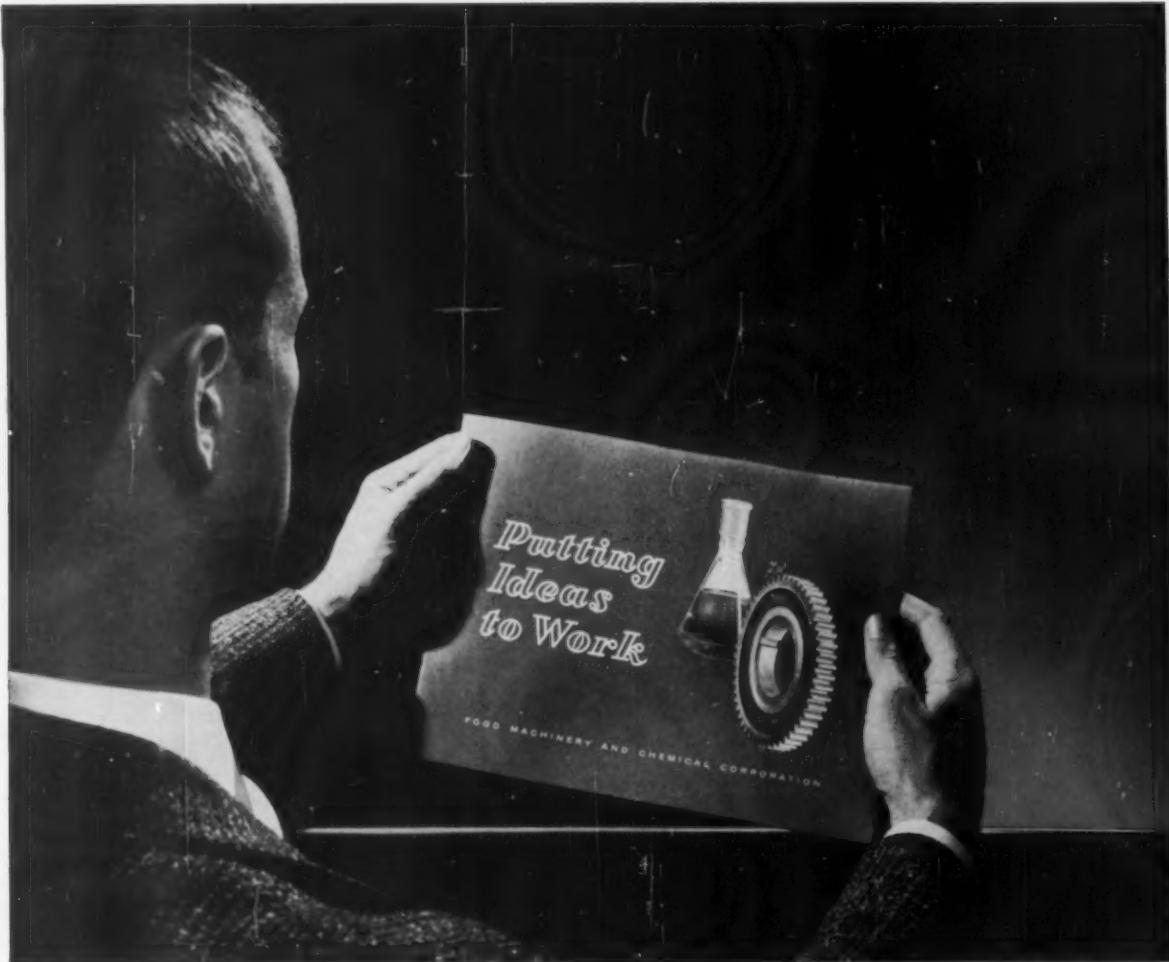
■ A wide range of personnel topics will feature the annual meeting of the Rocky Mountain College Placement Association to be held at the Sheraton-Johnson Hotel in Rapid City, S.D., October 24-26.

The three general areas to be covered in the two-day program will include: "Loss of College Faculty to Other Employment," "On-Campus Interviews," and "Termination During the First Two Years—Prevention and Replacement." Each of the subjects will be introduced by panel discussions and followed by group sessions.

Participants in the "Loss of College Faculty" panel will be Dr. W. F. Dyde of the University of Colorado, C. C. LaVene of the Douglas Aircraft Company, and Dr. T. L. Clifford of the University of North Dakota.

Those analyzing campus interview problems will include Dr. J. P. Colbert of the University of Nebraska, R. C. Walther of the N.W. Bell Telephone Company, R. Y. Chapman of the South Dakota State College of Agriculture and Mechanical Arts, and M. J. Burns, of the U.S. Civil Service Commission.

The panel on "Termination" will have M. Helen Carpenter of the University of Colorado, J. P. Jones of Phillips Petroleum, and Brian Finley of the Sandia Corporation. Presiding at the sessions will be Harry S. Peterson of the Black Hills Power and Light Company, Don Howe of the Homestake Mining Company, and the president-elect of the R.M.C.P.A. The address of welcome will be given by Dr. T. L. Partlo, president of the South Dakota School of Mines and Technology.



## A REAL CAREER OPPORTUNITY FOR GRADUATES —in Engineering or Chemistry

Graduates planning careers in chemical, electrical, or mechanical engineering, will be interested in evaluating the opportunities offered by Food Machinery and Chemical Corporation—a nation-wide organization that puts ideas to work through creative research and practical engineering.

To acquaint students with the broad scope of career opportunities in FMC's diversified activities, we invite you to write for copies of our brochure, "Putting Ideas to Work," which graphically presents FMC's operations and product lines.

Address: Industrial Relations Department  
P. O. Box 760, San Jose, California  
or 161 East 42nd Street, New York 17, New York.

### FMC offers career opportunities in these fields:

Agricultural Chemicals — Agricultural Equipment — Automotive Servicing Equipment — Food Canning & Freezing Equipment — Defense Materiel — Fire Fighting Equipment — Industrial Chemicals — Materials Handling Equipment — Power Gardening Equipment — Packaging Equipment — Food Packing and Processing Equipment — Petroleum Specialty Equipment — Pumps and Water Systems — Waste Disposal Equipment.

**FOOD MACHINERY AND CHEMICAL  
CORPORATION**



PLACEMENT

# news

RECRUITMENT

■ The appointment of James R. Grudier as director of placement at Rhode Island School of Design has been announced by Dr. John R. Frazier, president of the college. Under Grudier's supervision the School of Design will centralize its placement services for undergraduates interested in part-time employment and for seniors and alumni seeking full-time positions.

Formerly assistant dean of admissions at Kenyon College, Gambier, Ohio, and director of the Shibley Schools in Roslyn, N. Y., Grudier has been personnel manager



James R. Grudier

of Household Finance Corporation in New York City since 1953. A native of Mansfield, Ohio, he is a graduate of Kenyon College.

■ An unusual 34-page illustrated brochure entitled "Your Job Interview" has been prepared by the New

York Life Insurance Company as an aid to college seniors in their job interviews.

Seven pages are devoted to the preparation for an interview and thirteen pages in discussing the interview itself. The brochure also lists the 93 questions most often asked in interviews and 50 negative factors which frequently lead to the job seeker being rejected.

There are also 6 pages devoted to the preparation of a resume, and 2 sample approved personal data sheets. The back of the book contains 7 pages on which notes of various interviews can be made.

Robert P. Stieglitz, assistant vice president in charge of college relations for the company, who is responsible for preparing the booklet, says in the introduction, "we offer this information only as a supplement to the more individual service you will receive if you make full use of the facilities of your placement office. In writing this brochure we have tried to be factual. We have intentionally limited our field of discussion to the interview itself."

■ Carlton M. Barlow, currently serving as a vice-president of The College Placement Council, has been named to the newly-created position of director of personnel development at General Dynamics Corporation.

Mr. Barlow has been with General Dynamics since October, 1956, as coordinator of educational programs. Before that he was employed for 14 years by the Union Carbide



Carlton M. Barlow

Corporation, where his last position was coordinator of college recruiting.

In his new position Mr. Barlow will be responsible for administering and coordinating various corporation programs of recruitment, training, management development, and financial aids to education.

A graduate of Yale University and holder of a master's degree from Columbia University, Mr. Barlow lives in Plainfield, N. J.

■ Dr. Joseph V. Totaro, former acting director of teacher placement at the University of Illinois, has taken over his new duties as director of the Teacher Placement Bureau at the University of Wisconsin. He succeeds Prof. Robert A. Walker, who retired after 32 years in the post.

Dr. Totaro is a graduate of Hobart College, Geneva, N. Y., where he studied modern languages and

applied economics. He holds the Ph.D. degree from Syracuse University, where he specialized in administration of higher education and student personnel administration. At Syracuse he was adviser for the men's residence program and assistant to the dean of men.

Before going to Illinois in 1954, he was director of the men's residence program, coordinator of veterans' services, instructor in education, and high school visitor at Northern Illinois State College. He served in the U. S. Navy from July 1, 1943 to May 2, 1946.

#### **Geraldine Went Thataway**

The influence of TV in general and rootin', tootin' horse operas in particular was pointed up recently on the University of Delaware campus.

An undergraduate, in the usual hurry, tried to schedule a conference with Mrs. Geraldine Wyatt, Placement Director, but found an interview already in progress. After waiting for a few minutes, the flustered young man walked back to the receptionist and announced that he would return later to see Mrs. Earp.

■ Why do farm youth lag behind their city cousins when it comes to advancement and success in industry?

In an attempt to answer this question, a ten-year study is being made of young men in Michigan's Lenawee County under the direction of Dr. Archie O. Haller, associate professor of sociology and anthropology at Michigan State University.

Results of the study, which is being sponsored by the Agriculture Experiment station, will be used in counselling those who must seek employment off the farm.

"Lenawee County was chosen for the study because of its high level of agriculture and its nearness to the metropolitan labor markets of Detroit and Toledo," Dr. Haller said.

The research began recently with extensive examination of 442 boys who were 17 years old by July 1 of this year. The examination included tests to determine their I.Q.'s, facts about their personalities, occupational plans, their views of their parents' occupational achievement, and the occupational level to which they themselves aspire.

Dr. Haller said that the occupational level which the boys hope to reach is especially important in the study.

"Previous research at the University of Wisconsin shows there is a close correlation between the prestige level of the occupation young people hope to reach and what they actually do," he said. "For example, a boy may decide to become a doctor. Although he may not actually become a doctor, he is very likely to enter some type of professional work — perhaps becoming a lawyer.

"On the other hand," he added, "a boy who only hopes to work in a factory is likely to be in this type or some closely related work (truck driving, perhaps) instead of a profession, several years after graduation from high school."

■ Thomas P. Roth has been appointed training coordinator by Rem-Cru Titanium, Inc., of Midland, Pa.

Roth will integrate established training procedures with a coordinated employee development program for new as well as present employees, according to C. I. Bradford, president of Rem-Cru.

Roth joins Rem-Cru's Employee Relations Department after serving since 1952 as training coordinator for E. I. duPont de Nemours in Wilmington, Del. He previously had been training director for the Piasecki Helicopter Corp., and personnel officer for the Veteran's Administration in Philadelphia.

A native of Harrisburg, Pa., Roth is a graduate of the University of Pennsylvania in Philadelphia. He served from 1941 until 1945 as a

captain in the U. S. Army Medical Service Corps.

Roth is a member of the Research Institute of America, from which he received an award of merit in 1956 for an "effective contribution to the development of executive skills in human relations and manpower utilization." He also is a member of the American Society of Training Directors and a past president of the Society's Philadelphia chapter.

■ W. Eugene Koger has been appointed Assistant Manager of Man-



**W. Eugene Koger**

power Planning for Koppers Company, Inc., according to an announcement by Melvin S. Griffith, Jr., Manager of the Industrial Relations Department. In his new position, Mr. Koger will work with the Manager of Manpower Planning in the areas of forecasting, college relations, professional and technical recruiting, and selection on a company-wide basis.

A native of Indiana, Mr. Koger attended Indiana University where he was graduated with honors in Management in 1949. He subsequently served in various management positions with the Perfect Circle Corp. and with Tokheim Corp. Prior to joining Koppers, he was Manager of Employment and Benefits for the Flight Propulsion Laboratory Department of the General Electric Company, at Cincinnati.

**YESTERDAY...1879...** Procter & Gamble's forty second year . . .

IVORY soap was sold for the first time . . . and it captured the heart and imagination of America . . . for it was 99 44/100% pure . . . and it floated . . .



**TODAY...1957...**

Procter & Gamble's one hundred-twentieth year . . . "one or more of P & G's products are used in ninety-five out of every hundred U. S. homes . . . a penetration unequaled by any other manufacturer of anything" (from FORTUNE Magazine) . . .

and IVORY remains a perennial favorite . . .

**TOMORROW...** another generation . . . and this successful company visualizes greater successes . . . stimulated by alert young men who have selected this progressive environment . . . in a large measure because of the valued assistance of placement officers everywhere.

**PROCTER & GAMBLE**

CINCINNATI 1, OHIO



**careers in**

- advertising • buying • comptrollership • engineering • manufacturing •
- market research • office management • overseas operations •
- personnel administration • research and development • sales management • traffic •

## BANKING AND ITS COLLEGE MEN

Continued from page twenty-two

study in college are concerned. This means that most banks are not competing with other types of industry for the technically trained college graduate or for men in the field of accounting. These are fields in which the demand greatly exceeds the supply and where starting salaries are higher. Furthermore the liberal arts graduate with a general background frequently finds his services less in demand by large corporations.

It should also be mentioned that banking has developed its own specialized courses through the American Institute of Banking, The Graduate School of Banking, and through state and regional instructional programs. Thus there is opportunity for the liberal arts graduate to secure specialized training after employment in a bank.

### The Appointment Bureau

*Women's Educational and Industrial Union*

264 BOYLSTON STREET  
BOSTON, MASS.

A unique Boston organization  
established 1877

PIONEERED in the placement of college women.

AIDED in establishing placement departments in colleges across the country.

PLEDGES continued cooperation to college placement officers who seek, for their graduates, interesting opportunities in New England. Positions in business, education, home economics, and the sciences—for trainee or top executive.

Occupational Information and  
counseling available

#### Major Problems Encountered in Employing College Men, as Reported by 144 Banks

(Numbers indicate frequency of mention)

*Problems Relating to Salary (110):* Low salary; low starting salary, 53. Higher salaries in other industry, 25. They expect too much; unrealistic salary demands; tendency to overestimate their worth, 13. Salary in relation to others in the bank, 11. Slow advancement salarywise, 6. Unwillingness of bank to meet realistic salary requirements, 2.

*Problems Relating to the Graduates Themselves (85):* Lack of interest in banking, 20. They expect too much; unrealistic salary demands; tendency to overestimate their worth, 13.\* Impatient with on-the-job training; dislike beginning clerical jobs, 13. Want to progress too fast, 12. More interested in present than in future, 7. Lack practical experience, 5. Some do not meet our standards, 4. Unwilling to give time to acquiring practical knowledge, 3. Not interested in further education, 3. Inability to take responsibility, 2. Do not want to live in a large city, 2. They think they need finance and accounting background, 1.

*Problems Relating to Lack of Information About Banking (61):* Graduates not aware of opportunities in banking; inadequate information, 23. Overcoming misconceptions; reputation of banks as low-pay—conservative, 22. Banks have not done a selling job; selling banking opportunities, 10. Some professors have a negative impression of banking; they lack information, 4. Colleges do not create interest in banking courses; limited offering, 2.

*Problems Relating to Competition for College Men (51):* Higher salaries in other industry, 25.\* Competition

\*Listed also under Problems Relating to Salary.

with large corporations, 18. Greater appeal by other industry, 4. Smaller banks can't compete with large city banks, 4.

*Problems Relating to Promotion and Advancement (43):* Slow advancement; slow progress, 19. Lack of adequate selection and training program, 11. Lack of positions with enough responsibility, 8. Predicting progress for the individual, 4. Educating senior officers, 1.

*Problems Relating to Other Employees (35):* Morale of non-college employees; conflict—resentment, 20. Salary in relation to others in the bank, 11.\* Seniority; promotion from within, 2. Too many senior officers, superannuated officers, 2.

#### Most Effective Ways to Reduce Turnover Among College Trainees as Reported by 112 Banks

(Numbers indicate frequency of mention)

Give them responsibility as soon as possible; rapid promotion	34
Close personal attention; regular conferences; show genuine interest	34
Better salaries; adequate pay; pay as well as other industry	28
Well developed, carefully planned, stimulating training program	25
Careful selection; better selection	18
Regular evaluation of progress; keep them informed	17
Regular salary review; progressive salary increases	16
Give them interesting work; a variety of jobs; challenge full ability	16
Recognition; steady advancement; promote on merit regardless of seniority	14
Don't oversell the job; clear understanding of opportunity for advancement	10
Offer liberal, adequate fringe benefits	4
Make them part of a team; participation in all activities of the bank	3
Insist on A.I.B. courses	2
Keep them aware that there is	

## Sure we want your students . . .



**IF** they show potential for success in their field

Union Carbide's engineers and scientists are among the best in industry—and we need top engineers and science graduates to move up with them as Union Carbide expands.

**IF** they're anxious to increase their skills and knowledge

Nuclear energy, extremes of heat, cold, pressure, and vacuum—Union Carbide people work with these basic tools over the entire scale of the physical sciences.

**IF** they can co-operate with others to get a job done

Union Carbide people extend the frontiers of science through teamwork—yet, since technical teams are small, they can achieve individual recognition early in their careers.

**IF** they want to do what's expected of them—and more

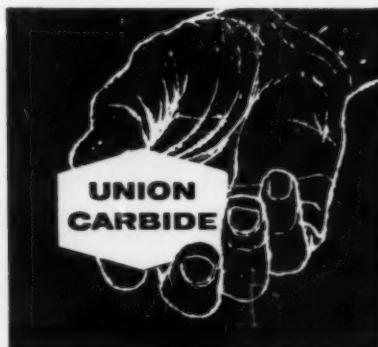
Union Carbide people like their work, and consistently do more than is expected of them. They develop new products at the rate of two a month—and the rate is accelerating.

### ENGINEERS—SCIENTISTS

Do your students fill the bill? If so, we'd like to hear from them. There's a place for them at Union Carbide, helping to shape the future in alloys, carbons, chemicals, gases, plastics, or nuclear energy.

We have important openings for liberal arts and business school graduates as well.

Representatives of Divisions of Union Carbide Corporation, listed at right, will be interviewing on many campuses. For further information write to V. O. Davis, 30 East 42nd Street, New York 17, N. Y.



**BAKELITE COMPANY** Plastics, including polyethylene, epoxy, fluorothene, vinyl, phenolic, and polystyrene. J. C. Olden, River Road, Bound Brook, N. J.

**ELECTRO METALLURGICAL COMPANY** Over 100 ferro-alloys and alloying metals; titanium, calcium carbide, acetylene. C. R. Keeney, 137-47th St., Niagara Falls, N. Y.

**HAYNES STELLITE COMPANY** Special alloys to resist heat, abrasion, and corrosion; cast and wrought. L. E. Denny, 725 South Lindsay Street, Kokomo, Ind.

**LINDE COMPANY** Industrial gases, metalworking and treating equipment, synthetic gems, molecular sieve adsorbents. P. I. Emch, 30 East 42nd Street, New York 17, N. Y.

**NATIONAL CARBON COMPANY** Industrial carbon and graphite products. PRESTONE automotive products, EVEREADY flashlights and batteries. S. W. Orne, P. O. Box 6087, Cleveland, Ohio.

**SILICONES DIVISION** Silicones for electrical insulation, release agents, water repellents, etc.; silicone rubber. P. I. Emch, 30 East 42nd Street, New York 17, N. Y.

**UNION CARBIDE CHEMICALS COMPANY** Synthetic organic chemicals, resins, and fibers from natural gas, petroleum and coal. W. C. Heidenreich, 295 Madison Ave., New York 17, N. Y.

**UNION CARBIDE INTERNATIONAL COMPANY** Markets UNION CARBIDE products and operates plants overseas. C. C. Scharf, 30 East 42nd Street, New York 17, N. Y.

**UNION CARBIDE NUCLEAR COMPANY** Operates Atomic Energy Commission facilities at Oak Ridge, Tenn., and Paducah, Ky. W. V. Hamilton, P. O. Box "P", Oak Ridge, Tenn.

**VISKING COMPANY** Pioneer in packaging—a leading producer of synthetic food casings and polyethylene film. Dr. A. L. Strand, 6733 West 65th Street, Chicago, Ill.

**GENERAL OFFICES—NEW YORK** Accounting, Electronic Data Processing, Operations Research, Industrial Engineering, Purchasing. E. R. Brown, 30 East 42nd Street, New York 17, N. Y.

much to learn.....	1
Hire for a specific opening with advancement possibilities.....	1
Give them opportunity for specialized study.....	1
Be open-minded about their field of specialization.....	1
Recruit locally.....	1
Testing.....	1

**Major Reasons Why Beginning College Graduates Left 116 Banks**

(Numbers indicate frequency of mention)

Higher salary elsewhere; salary progress too slow, more money 48

Unsuited to banking; did not like it; did not meet our standards	41
Greater opportunity elsewhere.	33
Advancement too slow.....	29
Preferred to live elsewhere; returned to home town.....	12
Military service.....	11
Changed interests; wanted to try some other field of work.....	7
Lack of challenge; work too routine; not using abilities.....	6
Decided to practice law; self-employed.....	5
Better opportunity in another bank.....	3
Impatience; unwilling to wait.....	3
We had no training program; bank failed to train for management.....	3
Poor selection on the part of the bank.....	2
Left to attend graduate school.	1
Left to capitalize on acquired experience.....	1
Overestimated the power of a college degree.....	1
Not made to feel a part of the organization.....	1
Personality clashes.....	1
Personal reasons.....	1
Poor health.....	1

## PROGRESS WAS THE WORD

*continued from page thirty-six*

vacations for the Council staff. The 1957-58 budget was submitted and accepted with attention being called to the creation of reserve

### “Harvard offers more than a salary..”

as you will quickly learn from our recruiting folder in your College Placement Office. It is especially true if you are graduating this coming June and plan to work in New England. Each year the University has secretarial, laboratory, research, office assistant and other openings for more than 200 women graduates. Start in June, July or September (or any month you are available).

Jobs are permanent, full-time and in the academic environment where work is a pleasure, and promotion lies ahead for those who are qualified.

See your Placement Office and sign up for an interview if Harvard is to visit your campus. Otherwise, see us whenever you are in Cambridge.

*Personnel Office*

**HARVARD UNIVERSITY**

1352 Massachusetts Avenue  
Harvard Square, Cambridge

accounts to provide for unearned JOURNAL subscription income and financing of subsequent issues of the ANNUAL.

Finally, in the area of financial operations it was decided that sustaining contributions from the Regional Associations and sustaining members, although not budgeted, would be hoped for and used for projects and activities of benefit to the regions.

Opening the afternoon session of June 24 was a report from Mrs. Geraldine Wyatt of Delaware University, chairman of a special committee on the coordinating of research and studies among the Regional Associations. Based on the recommendations of the Committee, the Board voted 1) to ask the Regional Representatives to obtain from their Associations reactions and recommendations stemming from the first issue of the ANNUAL and to report these at the subsequent June meeting of the Board, 2) to refer to the Executive Committee the suggestion of compiling the practices of placement in the form of a manual with the understanding that a special committee be appointed for further study of the project.

The following report was that of Mrs. Viola Saltmarsh of Tufts University, Vice-President for Association Relations, who reviewed the activities of the Regional Representatives in supporting JOURNAL subscriptions and advertising and in compiling the international lists of recruiters for ANNUAL purposes — both projects being invaluable to the Council in building one publication while launching a second.

President Teal then introduced a long-delayed matter of business — the unwieldy name of the College Placement Publications Council, Inc. So involved was the wording, as a matter of fact, that many Board members admitted that the name regularly escaped them. A remnant of the years when some had feared that the creation of a Council might destroy the autonomy of the individual Associations, the term “Publications” was generally agreed to be unnecessary. A full year of operation as a common Council had convinced even the most doubtful that Regional autonomy had, if anything, been strengthened. After a unanimous vote to suspend the rules, the name was changed officially to The College Placement Council, Inc. Then, before the rules were reinstated, a second matter of nomenclature was corrected. The Vice-President at Large, whom Everett Teal claimed had been wondering all year what his duties could be, was renamed Vice-President — Employer Relations and charged with liaison with



*"Send forth the Best you Breed"*

HERE at Goodyear, the opportunity—and the need—for college-trained minds is steadily expanding.

For nowhere else in American industry is there any greater diversity of output—tires, chemicals, plastics, aviation products, atomic energy—and countless more.

We are grateful to you for the many promising careers you have already helped launch at Goodyear. May we continue to prove that the move from ivy-clad wall to Goodyear Hall is one of the smartest a graduate can make?

**GOOD**  **YEAR**  
THE GREATEST NAME IN RUBBER



# CAREER OPPORTUNITY

## Offering:

### • Independence & Security

In business for yourself, securely backed by proven leadership and guidance.

### • High Income

Early prospects of five-figure income. Unlimited growth opportunity in steadily expanding market.

### • Prestige

Self-sufficient businessman contributing vital professional service to the community.

### • Choose Your Location

70 agencies throughout the country offer wide choice of where to work and live.

Extensive training in sales procedures and technique will be given those who qualify. We are looking for men with ambition and drive to build a professional career in the field of life insurance sales and management.

Write for information about the business, the company and the job.



THE FIDELITY MUTUAL  
LIFE INSURANCE COMPANY

THE PARKWAY AT FAIRMOUNT AVENUE  
PHILADELPHIA, PENNSYLVANIA

the business and industrial members of the Regional Associations.

Frank Endicott, president of the Midwest College Placement Association, was then asked to introduce a discussion of the development of a statement of the principles and practices of recruiting, an activity which had stemmed from the action of several Associations and other professional organizations. (This development, which engaged the Council's attention through a major portion of the Monday meeting as well as the Tuesday luncheon session is reported in Mr. Bridgman's article on page 27). Following Mr. Endicott's talk, the Board referred the matter of a statement of principles and practices to the Executive Committee.

In quick action, the Board then approved a special resolution for the banking of Council funds, voted the elimination of "institutional" JOURNAL subscriptions, and substituted two and three-year subscriptions at \$8.50 and \$12.00 respectively.

Two personal reports closed the Monday sessions as Dr. Eugene Dils of Stanford University outlined a plan for the presentation of a summer course in the form of a "College and University Placement Workshop," and J. Kenneth Bradford of the University of Toronto described his intention of holding a three-day "crash" program in recruitment. The latter was described as a pilot study to determine how a recruiting program can be condensed in anticipation of intensified demands in coming years. (Details of this program have been promised by Mr. Bradford for an early issue of the JOURNAL.)

The Tuesday sessions opened with a report of the Committee of Regional Presidents under the chairmanship of Philip J. Brockway, President of the Eastern College Personnel Officers. Here considerable attention was given to the improvement of communications between the Council and the Regional Associations by inviting Council officers to Regional meetings, by including the Council on Regional

mailing lists, and by recommending that the Council President and Executive Editor be asked to report on Council affairs at Regional meetings. The Committee further recommended that a committee of the College Placement Council, Inc. be appointed to study the problem of the present and potential supply of college faculty, to determine what has been and is being done to correct the problem, and to recommend what the Council can do to assist the colleges in keeping faculty members. All of these recommendations gained Board approval.

Dr. Dils, chairman, presented the report of the Nominating Committee as follows: President, Philip J. Brockway; Vice-President—Association Relations, J. Kenneth Bradford; Vice-President—Editorial, Miss Lilyan Bradshaw; Vice-President—Employer Relations, Weldon Williams; and Vice-President—Finance, Carlton Barlow. The slate was accepted, the nominations closed, and vote unanimous.

A final vote, prior to adjournment, established that, following the election of new officers, the outgoing officers' term would end at the last session of the Annual Meeting.

The Board had done its work but Regional Presidents turned immediately to new meetings concerned with the establishment of the statement of principles and practices of recruiting—meetings which extended into the night and resumed the following day until final agreements were reached.

This, then, was the group—with different names, perhaps—that had come out of a depression in 1940 and tried to do something by way of placing graduates; had launched a magazine and nurtured it through a meager budget as late as 1950; had agreed upon a Constitution only in 1956; and now was taking its place in the councils of those establishing national policy.

As President Teal commented with an eloquent sigh, "We've come a long way—but there's a long way to go."

## The DOWELL man is many men

At Dowell, the technically-trained college graduate can realize almost any ambition . . . choose from a variety of interesting assignments that challenge his imagination.

The Dowell man may be a petroleum engineer, called upon to solve well stimulation problems in the production of oil and gas. He may be a mechanical or geological engineer, working on new or improved well treating techniques to help recover more oil.

Besides engineering, Dowell offers the college graduate other important and interesting careers in chemistry, physics, equipment design, maintenance, accounting, management.

To provide further grounding as an extension of his college training, the Dowell man is given thorough on-the-job training, under a well-planned, carefully-supervised program.

The Dowell man has unmatched opportunities for satisfying growth within a company that is itself growing at a pace unprecedented in the petroleum industry.

No matter what his title, the Dowell man is many men—in an environment of variety, interest and excitement.



Suggest to your technically trained graduates that they investigate Dowell. As the nation's leading service company engaged in oil field acidizing, fracturing, cementing and wire line operations, Dowell offers your graduates an opportunity to put their training right to work. Write Dowell Incorporated, Personnel Department, Box 536, Tulsa 1, Oklahoma for full particulars and interview schedules.

*Services for the oil industry*



A Service Subsidiary of The Dow Chemical Company

## RETAIL'S CHANGE OF PACE

*continued from page fourteen*

*Retailing will become even more complex as incomes continue to rise and as new and more products go to more people;*

*Competition will remain severe, with continued attention to prices.*

To maintain satisfactory profit margins, retailers must continue intelligent development, and apply new technological procedures. They must continually seek out more efficient methods of distribution, strive for better cooperation with manufacturers to control costs.

Perhaps a case study is the best way to illustrate the present complexity of retailing. Let us take Sears, Roebuck and Co. as an example. It would be impossible here to deal with all phases of the business. But to consider just one of the significant highlights — size. For in our operation, size alone has created problems. For example:

Just to provide for the physical needs of the company, we have a special buying department for office supplies and equipment alone. This department spends 30 million dollars a year and employs a large staff to buy the more than 25,000 different supply items necessary to keep the company functioning smoothly.

Enough paper is consumed each year preparing mail-order catalogs to form a continuous strip one foot wide long enough to reach to the moon and back four and one-half times — or around the world 85 times. Placed on edge, cover to cover, the catalogs would stretch 510 miles.

Each year we spend more than 100 million dollars for advertising in local newspapers, magazines, catalogs, TV, radio, and other media. The staff

necessary to prepare this flood of material runs into the hundreds of employees.

In the United States, we have more than 1,600 units. In addition, the company has foreign operations in Canada, Australia, Latin America, Alaska, and Hawaii; buying offices in London, Tokyo, Frankfurt. The internal communications system and traffic departments necessary to bind these units together employ some 169 people in Chicago alone.

Our personnel today is in excess of 200,000. Of the total workforce, only 32 per cent are retail salespeople. A good proportion of the remaining 68 per cent are in supervisory and sales-supporting capacities.

But the roster of complexities in modern retailing only begins with size. Let us take a look at some other factors:

### 1. MARKET FORECASTING

At one time market forecasting was important to us only in a few localities. Inventory control could be maintained satisfactorily on a purely local basis. Market forecasting for the entire company was not necessary.

As the company widened, however, the picture changed. With the necessity of being in-stock in every community, it became increasingly important to estimate intelligently both short-range and long-range economic trends. It became necessary to have current and detailed data on a nation-wide basis.

Today, our economic-research department plays a major role in the success of the company. This department prepares both short-range and long-range forecasts.

Merchandise planning . . . advertising programs . . . sales and inventory budgets — these are based on *short-range forecasting*.

*Long-range forecasting is used to help determine how large a store should be in a given community . . . what provisions should be made for future growth . . . what productive capacities our sources will need to insure us an adequate supply of merchandise in years ahead.*

Detailed reports on sales come in daily from all over the United States — by telephone, by telegraph, by teletype, by mail. These reports are extremely valuable, enabling us to forecast, with great accuracy, the national retail-sales volume.

### 2. BUYING

About all that buying once involved was getting merchandise at a good price. Today buying often starts *before* the price — with product development, a complex process supervised by skilled and creative individuals. Working in close co-operation with manufacturers, our buyers help develop new products. The advanced manufacturing techniques and equipment give us, or any other organizations which can achieve them, advantages far greater than those gained by astute bargaining alone.

Sears merchandise testing-and-development laboratory, established in 1911, plays an important part in product development. Set up to assist both our manufacturing sources and the buying organization, the laboratory helps develop new products and find ways of improving existing ones. Lab-production engineers, textile chemists, mechanical, electrical, chemical engineers, are only a few who help make certain that our merchandise remains competitive.

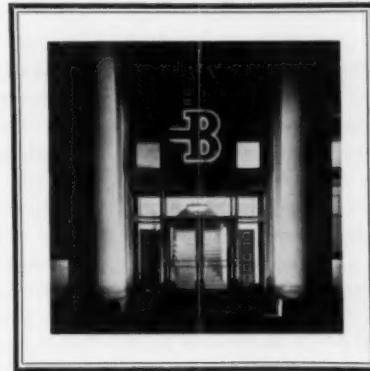
### 3. SALES MANAGEMENT

Sales management is today more demanding than ever. One reason is the ever-increasing demand for new products and services.

Developing such a simple item as a new hammer . . . purchasing it in the right quantity and at the right price . . . displaying it properly . . . coordinating its sale with other hardware — this in itself is a good-

# BURROUGHS CORPORATION

## **offers a promising future to top men**



### **Who we are**

The Burroughs Corporation is a worldwide leader in the manufacture of business machines, electronic

computers, data processing systems and other electronic equipment for both industry and defense.

### **Whom we are interested in**

**SALES REPRESENTATIVES!** Men with a good educational background in almost any field are eligible for consideration for a special and interesting kind of sales career with us. The Burroughs man analyzes before he recommends. He is not preoccupied with the selling of business equipment as such, but with the particular need of his clients. His ideas for helping them come first. The business equipment simply implements those ideas.

Upon completion of his training program, the sales representative will work in his own exclusive territory helping executives solve their figuring, accounting and systems problems.

**ENGINEERS!** From research to mechanical, electrical to chemical. Fresh skills, new talents in research, development, design, production, and test engineering will help build and operate multi-sized computers and many other complex figuring machines, and perform the hundreds of engineering tasks involved in an organization of Burroughs' scope.

**FINANCE AND ACCOUNTING!** Excellent opportunities available for graduates interested in Corporate Accounting, Financial Planning and Control, Distribution Cost Accounting and Analysis, Manufacturing Accounting, General Auditing, and Methods and Procedures.

### **What we offer**

Promotion from within. Plenty of opportunity for advancement. Good salaries, sick benefits, group and

family hospitalization, retirement plan, and other liberal benefits.

### **Where we are**

Burroughs manufacturing, research, and sales facilities are global in range, including plants in Windsor, Ontario, London and Strathleven, Great Britain, and Paris, France. Here are our U.S. locations:

Home Office: Detroit, Michigan

Research Center: Paoli, Pennsylvania

Manufacturing Plants: Burroughs Corporation, Detroit and Plymouth, Michigan

ElectroData Division, Pasadena, California

Control Instrument Company, Brooklyn, N. Y.

Electronic Instruments Division, Philadelphia, Pa.

Electronic Tube Division, Plainfield, N. J.

The Todd Company, Inc., Rochester, N. Y.

Branch Sales and Service Offices in principal cities throughout the United States.

### **How we can serve you**

Representatives of the Burroughs Corporation periodically visit college campuses for interviews. For information regarding the date of their next visit to your college, so you can inform interested men, just write Personnel Division, Burroughs Corporation,

6071 Second Avenue, Detroit 32, Michigan. Or call the employment officer of our branch, plant or subsidiary nearest you. We will welcome further inquiry regarding the several types of career opportunities that are now available at Burroughs.

sized merchandising problem. And Sears carries more than one hundred thousand items of merchandise!

In addition to familiar problems, today we must grapple with new ones—custom kitchens, for instance, or air conditioners. In "soft lines" the always perplexing problems of style, season, size, price range, color, and display still exist. Sales management, it seems, never gets simpler. As items are added to existing lines, or whole new lines develop, it becomes more and more complicated.

#### 4. ACCEPTANCE CORPORATION

Today more customers than ever before buy on time. At the moment, our customer credit stands at more than one billion dollars. More than  $7\frac{1}{2}$  million customers finance their purchases. The size of these figures has resulted in the creation of the Sears Acceptance Corporation, our installment-financing subsidiary.

#### 5. PUBLIC RELATIONS

Corporations like ours become ever more sensitive to their social responsibility. Sears long has had a public-relations program geared to the needs and problems of an agricultural population. To this has been added in recent years entirely new programs dealing with non-agricultural projects such as urban renewal and aid to education.

In many ways, we feel, the obligations of *corporate* citizens are greater than the obligations of *private* citizens. This is because corporations have greater resources in money, skills, and experience. A greatly expanded and more complex public-relations program reflects this thinking.

#### 6. PERSONNEL

Much has been said about modern-day personnel work. Our personnel program now requires the services of dozens of specialists as the company assumes added responsibility for employee security.

But specialists who develop and administer *benefit* programs represent only a fraction of the talent necessary to run our modern personnel department. Salary administration, for example, has be-

come more detailed—due to new legislation and to increased number and variety of positions to be filled.

Psychological research is a continuing function as Sears seeks more knowledge about itself as an employer—the kinds of employees it needs, the environment within which their best work is done, and the leadership that is needed to insure their maximum development. College recruitment is a recent and specialized personnel function.

The foregoing is enough to show that retail personnel work has long since ceased to be a matter of routine record processing.

Using Sears as the example, we have seen how retailing has grown more complex. There is every indication that it will become even more complex in the future.

#### 1. POPULATION MOBILITY

Population mobility is reason number one. This year 35 million Americans—21 per cent of our population—will move to different homes. Of these, 30 million will move within a state, the other 5 million to a different state.

This tremendous mobility—which promises to continue—will have enormous impact on the character and size of markets. Sears, like other businesses, must be able to evaluate, on a long-range basis, the areas where most growth will occur . . . where new population centers will develop . . . where new industries will locate. All this information the company must have before making land purchases for new stores and enlarged sites.

#### 2. POPULATION GROWTH

A second reason for the growing complexity in retailing is growth of population.

In 1957, 4,220,000 babies will be born. Approximately  $1\frac{1}{2}$  million marriages will take place. More than half a million new households will be set up. By 1960, our population will be more than 179 million; by 1965, approximately 190 million. Additional outlets for merchandise, and expanded demands on manufacturers for goods and services of all kinds, are the inevitable results of such growth.

Population growth poses tremendous challenges for retailers. A firm like ours must be able to determine the size of tomorrow's stores, based on such things as anticipated volume and proper inventory in relation to selling area and stock requirements. The emergence of new products must be considered in making all plans.

The financial aspects of expansion must also be considered. How much money will be required year by year for expansion? How much extra working capital will be needed? We have approached these questions: first by studying existing operations, we decide just how large a store or stores should be to serve a particular market.

Once the company determines the proper-size store, it makes a ten-year projection on the probable growth of the market. Then, to determine requirements, we subtract what we already have in selling space from what we would like to have, based on the probable growth in the market. Because of the abandonment of old stores, we have found that, on the average, three square feet of new space is necessary to get two additional square feet of space.

#### 3. NEW PRODUCTS

The third reason for increased complexity in retailing is one already touched upon: new products.

Business is spending billions on product development—on stoves that cook without heat . . . windows that automatically raise and lower themselves . . . washers that will clean clothes with sound. The trend is expected to continue. And with the expenditure of these billions come more problems: parts-inventory problems, for example, and those involving sales-and-service training.

The buyer's job, with the appearance of new products, becomes even more demanding. He still must purchase products at the right prices and in the right quantities. But, just as important, he must be technically qualified to understand and evaluate the workings

To engineering  
undergraduates in a whirl  
about the future...

AT DOUGLAS, YOUR  
ASSIGNMENTS HAVE  
THE SCOPE THAT LETS  
YOU PROGRESS AT  
YOUR OWN PACE!

Going around in circles? Chances are you're  
wondering what your future holds. At Douglas, long-  
range projects of tremendous scope assure  
a constant variety of assignments . . . and the opportunity  
to expand your responsibilities. Douglas is headed  
by engineers who believe that promotion must come  
from within. They'll stimulate you to build a  
rewarding future in your field.

For important career opportunities, write:

C. C. LAVENE  
DOUGLAS AIRCRAFT COMPANY, BOX 620-CC  
SANTA MONICA, CALIFORNIA



Insurance Company of North America  
Indemnity Insurance Company of North America  
Philadelphia Fire and Marine Insurance Company  
Life Insurance Company of North America

# INSURANCE BY NORTH AMERICA



PHILADELPHIA 1, PENNSYLVANIA

of the new, advanced products he buys.

## 4. PERSONNEL FACTORS

Personnel factors are a fourth complicating factor in the retailer's world.

Retailers will need more and better personnel to meet tomorrow's challenges. Population increase alone will not solve the problem. Population is scheduled to increase about 12 per cent in the years ahead. But the available work force will increase only by about 6 per cent.

What's more, the population between ages 25 and 45 — the very core of the available work force — will actually shrink by about half a million . . . all this in the face of a substantial increase in the demand for workers in practically all lines of industry.

Other trends in personnel noticeable today will continue in the future. The expected trend to the shorter work week will come at a time when retailing, to provide better service, faces the prospect of longer, more "store-open" hours.

The upward thrust of wages — advancing at about 5 per cent per year — will be another complicating factor.

Employee benefits will continue to increase. Longer vacations . . . broadened health programs . . . more paid holidays . . . improved retirement plans — these loom in the future. To attract a sufficient number of employees, retail-benefit programs must be competitive with the best in other businesses and industries. Yet the additional expenditures for wages and benefits will come in a period of sharp price competition.

The factors that will influence retailing in the future, of course, are not unique to retailing. Such things as population mobility are concerns of others, too. But the point is that retailing *does* share the problems of other industries and businesses. Like them, it must seek the answers.

Sears market forecasting takes some of the guesswork out of the future. And it has, in addition,

the same national figures, trends, projections, and the like available to other companies. In the last analysis, however, our success in the complicated world of the future depends not so much on facts and figures as on the men who can *use* these facts and figures to guide the company intelligently.

Our first requirement, therefore, is a steady supply of qualified younger people. By 1965 the company will need an *additional* 4,500 qualified executives. The question is: From what sources will they come?

## 1. COLLEGE RECRUITMENT

Our college recruitment program has been — and will continue to be — a prime source of promising executive talent. Sears experience shows that college training is a proved asset — an aid both to the company and to the individual.

College-trained men reach management levels faster than men without such training. Reflecting this fact, an ever-increasing percentage of Sears executives hold college degrees. While we do not rely solely on college men for our promotable people, the company expects to employ a minimum of 500 college graduates per year in the foreseeable future.

## 2. THE "RESERVE GROUP"

College trainees and all employees considered promotable are placed in what is called the "Reserve Group." This is Sears' second major source of executive talent for future years: an intra-company pool of promotable manpower.

Members of the Reserve Group hold down specific jobs, as do all other employees. But Reserve Group members enjoy a wide variety of job experiences. They have periodic interviews and counseling designed to give them an objective appraisal of their work and to help them progress. In addition, individuals in the Reserve Group are selected to attend national staff schools. These schools provide an over-all view of company operations that can not be gained on any single job.

The Reserve Group is reviewed periodically to make sure the quality



## ENGINEERS-TRAINING PROGRAM

# GENERAL TELEPHONE COMPANY OF CALIFORNIA

2020 SANTA MONICA BOULEVARD • SANTA MONICA, CALIFORNIA

## Management Training Program for Graduate Engineers

Length of Training — 18 months

Trainee Title — Staff Assistant

### SALARIES

Graduates in Electrical and Mechanical Engineering — Starting rate, \$440 per month. Three automatic increases of \$20 each at 6 month intervals. Those with Master's Degrees start at \$20 higher rate.

### ROTATION

Four months each in Plant, Engineering, and Commercial Departments, followed by six months in General Offices of Engineering Department.

### ASSIGNMENT AFTER TRAINING

After satisfactory completion of Training Program, assignment to suitable position in Engineering Department, as part of management will be determined by Management Trainee Review Committee, in conference with the Graduate Trainee.

### LOCATION

Santa Monica area for entire 18 months of training.

### SELECTION

Candidates are selected on basis of transcripts, individual qualifications and testing.

Your written or telephone inquiries will be welcomed by our Industrial Relations Department,  
2020 Santa Monica Boulevard, Santa Monica, California — EX: 3-9311

# GENERAL TELEPHONE COMPANY OF CALIFORNIA

ESTIMATED TO DOUBLE ITS



ASSETS IN NEXT THREE YEARS

of the Group is being maintained. The entire executive body of the company is constantly on the lookout for candidates for the Group. And, of course, from the Group come the candidates for promotion. The Reserve Group now has approximately 4,100 members. From 1,100 to 1,300 members are promoted each year.

All the attention given to selecting and training members of the Reserve Group is directed, of course, toward meeting the calculated future personnel needs. These needs are estimated for about a five-year period, taking into consideration such things as retirements and openings that will occur because of new or expanded facilities. Allowance also is made for illness or incapacity among executives not scheduled to retire during the five-year period.

Within the Reserve Group is a

second body of men classed into what is called the Senior Reserve Group. This second group is the logical extension of the first — composed of men who already hold executive-level jobs and now are candidates for senior executive jobs. When senior-level vacancies occur, Senior Reserve Group men fill them.

These two programs, it should be added here, do more than fit men into jobs. They show in a very practical way Sears' belief in — and interest in — the individual employee. This is not some vaguely conceived idea of individuals in the mass. It is a highly personal process in which our executives take pains to know and develop the employees that work for them.

The Reserve Group programs are a part of the company's long-range personnel planning. Because long-range plans cannot take into consideration unforeseeable economic

events such as a major war, they must of necessity have elements of flexibility.

Yet the goal of our personnel planning — to develop and maintain an adequate body of executive talent — must remain the same despite day-to-day changes in the economy of the country. Developing talent takes years — not months — and so cannot be upset by minor variations in economic conditions.

Our laboratories — and others throughout the country — hold the keys to tomorrow's products.

The nation's research departments hold the keys to tomorrow's economic world.

It is our country's schools, colleges and universities, however, that hold the keys to tomorrow's retailing. From them must come many of the men who will meet the new challenges and complexities of modern retailing.

# Engineers

MECHANICAL, CHEMICAL, ELECTRICAL, HYDRAULIC

*Let This Book Tell You Our Story*

You, who are so enthusiastically looking ahead to building a career for yourself . . . make it a career in which you can maintain your enthusiasm, keep interest fresh. Factory Mutual engineering offers exactly this opportunity: a life's work that can't go stale.

In our business of protecting Industry from its fire and explosion hazards there are too many new and challenging problems to be humdrum. It's as varied as Industry is complex, and it's a field that is growing as rapidly as Industry expands.

In almost no other branch of engineering do you take on so many practical responsibilities so early. After a few months' special training and preparatory field work you're largely on your own, inspecting industrial properties and counseling managements on matters of plant safety.



SEND FOR "YOUR FUTURE COMES FAST" . . .

It tells you what Factory Mutual engineering is, what the protection engineer does, and how you may fit into our engineering staff. A copy is yours by writing Mr. E. C. Drake, Personnel Director.



**FACTORY MUTUAL ENGINEERING DIVISION**

1151 BOSTON-PROVIDENCE TURNPIKE

NORWOOD MASSACHUSETTS

# Highlights of your future with Honeywell!

*"Here are some of the facts about Honeywell that have been of real interest to the young engineering graduates we talk to."*



Glenn Seidel, Vice President in Charge of Engineering, B.M.E. Minnesota '36

**Honeywell is a growth company!** A growth company is one where men move ahead because of opportunity and challenge . . . where problems are turned into progress . . . where employment, sales and income increase steadily year after year.

Honeywell, today's world leader in the automatic control field, is such a company. For the past 30 years, sales have doubled or tripled every five years (\$1.1 million in 1926; \$287.9 million in 1956). Employment has increased from 720 to over 30,000 in the same period, and net earnings have climbed from \$424,241 to \$22.5 million.

The future is even more challenging. Planned diversification puts Honeywell in such new fields as office and factory automation, process control, transistors, plastics, atomic energy, electronics, missiles and satellites. Honeywell has the proven skills to design, engineer and build the equipment required by an increasingly automatic world and to sell its products profitably. **Research and Engineering are important at Honeywell!** Research, design-development and product engineering are indispensable for continued growth. Honeywell's research and engineering have advanced twice as fast as growth in sales.

Honeywell's growth from a small thermostat company has been stimulated by research. And today research and development work in metallurgy, ceramics, heat transfer, plastics, vacuum tubes, ultrasonics, magnetic materials, semi-conductors, and combustion suggests new growth. Never in history has the potential of these and similar Honeywell development programs looked so promising.

**Honeywell men advance rapidly!** The ability to accept and discharge responsibility, and to plan and execute programs brings advancement. Men who get things done, get better jobs.

Such is the case at Honeywell. Ability, drive and the spirit of team play—combined with education and experience—determine where and how fast you progress. And our growth means we are always eager to find men with capacity for greater responsibility.

There are other factors that accelerate advancement.

Engineers predominate among our vice-presidents, divisional executives and departmental managers. So, attitudes and opinions of our scientists and engineers are understood and supported by management.

Honeywell is composed of small units working as a team. They multiply opportunities for early managerial experience, lay the foundation for more important assignments in future years.

## HONEYWELL'S MAIN FIELDS AND LOCATIONS ARE:

**Temperature Controls:** Engineering and manufacturing plants in Minneapolis; Chicago; Wabash; and Los Angeles.

**Industrial Instruments, Controls:** Research, engineering, manufacturing plants in Boston; Philadelphia; Denver; and Beltsville, Md.

**Aeronautical Controls:** Research, engineering and manufacturing plants in Minneapolis; St. Petersburg; and Los Angeles.

**Precision Switches:** Engineering and manufacturing in Freeport and Warren, Illinois; and Independence, Iowa; research facilities in Denver.

**Electronic Data Process Systems:** Research, design, development, production and sales operation in Boston.

**Ordnance and Missiles:** Engineering and manufacturing in Minneapolis; Monrovia, Calif.; and Seattle, Wash.

**Servo Components and Controls:** Engineering and manufacturing plants in Boston.

**Oscillographic and Photographic Equipment:** Research, engineering and manufacturing facilities in Denver.

**Transistors:** Research, engineering and manufacturing plants in Minneapolis.

**Research:** Besides research and engineering activities carried on by various divisions, Honeywell maintains a Research Center in the Minneapolis suburb, Hopkins. Prime concern of the Center is basic projects of interest to the entire organization.

Whichever Honeywell division or location you choose, you'll be assured of special training to help you grow in your job. This includes regular on-the-job instruction, formal classes at work and tuition-aid courses at nearby institutions.

## HOW TO LEARN MORE ABOUT HONEYWELL!

A Honeywell representative can answer questions and give you more information about opportunities at Honeywell. Consult your college placement office for the date of his next visit to your campus.

Meanwhile, you will want to read a booklet titled "Your Curve of Opportunity in Automatic Controls." Write R. L. Michelson, Personnel Administrator, Dept. TC34B, Minneapolis-Honeywell Regulator Company, 2753 Fourth Avenue South, Minneapolis 8, Minnesota.



★ Indicates location of Engineering Research facilities  
Sales Offices in 127 Cities in the U. S. and Canada

# Honeywell



First in Controls

The Annual Listing of

# Placement Offices and Officers

of Canada and the United States for 1957-58

*Data include the name and location of the college or university, the name, title, and telephone number of the placement officer, and the date on which the recruiting program begins for this school year.*

## ALABAMA

**Alabama Agricultural and Mining College — Normal, Ala.**

R. A. Carter, Dean of the College, Bibb Graves Hall. Tel. JE 4-0661 Ext. 4. Dates may be arranged.

**Alabama College — Montevallo, Ala.**

Dr. Charles L. Gormley, Director, Placement Bureau, Education Office, Palmer Hall. Tel. 5761. April 15, 1958.

**Alabama Polytechnic Institute — Auburn, Ala.**

Scott Farley, Manager, Graduate Placement Office, 213 Samford Hall. Tel. Auburn 1098. Oct. 9, 1957.

**Florence State College — Florence, Ala.**

Dr. W. T. McElheny, Director, Placement Service, 606 Morrison Ave. Tel. ATwater 2-9365. Oct. 15, 1957.

**Howard College — Birmingham, Ala.**

Dr. William D. Murray, Head, Department of Education, Administration Bldg. Tel. TR 1-0351 Ext. 10. Sept. 18, 1957.

**Huntingdon College —  
Montgomery 6, Ala.**

R. Glenn Massengale, Placement Officer, 1000 E. Fairview Ave. Tel. AM 3-1611. All through year.

**Jacksonville State College —  
Jacksonville, Ala.**

Mrs. Aaron R. Hand, Director of Placement Bureau, Bibb Graves Hall. Tel. HE 5-3381. Dec. 5, 1957.

**Spring Hill College — Spring Hill  
(Mobile), Ala.**

Francis X. Carberry, Placement Officer.

**Stillman College — Tuscaloosa, Ala.**  
B. B. Hardy, Dean of Students.

**Tuskegee Institute — Tuskegee  
Institute, Ala.**

J. Julius Flood, Personnel Director, 98 Administration Bldg. Tel. 1500-227. March 1, 1958.

**University of Alabama**

College of Arts and Sciences — University, Ala. Hubert E. Mate, Assistant Dean and Director of Placement, Box 2926. Tel. (Tuscaloosa) Plaza 2-7441 Ext. 211. Oct. 2, 1957.

School of Commerce and Business Administration — Tuscaloosa, Ala. Dr. B. R. Morley, Director, Bureau of Personnel and Placement, Room 100, Bidgood Hall (Box 1984). Tel. Plaza 2-7441 Ext. 541. Oct. 1957.

College of Education — University, Ala. F. L. Temple, Chairman, Teacher Placement Bureau, 100 Graves Hall. Tel. (Tuscaloosa) Plaza 2-7441 Ext. 670. Through-out year.

College of Engineering — University, Ala. Howard H. Meigs, Director, Engineering Placement, 115 East Engineering Lab. Tel. (Tuscaloosa) Plaza 2-7441 Ext. 453. Oct. 1, 1957.

Law School — University, Ala. Henry A. Leslie, Director of Placement, Box 1495. Tel. (Tuscaloosa) Plaza 2-7441 Ext. 210. Sept. 25, 1957.

School of Nursing — University, Ala. Florence A. Hixson, Dean, Little Hall. Tel. (Tuscaloosa) Plaza 2-7441 Ext. 655. Oct. 1, 1957.

## ARIZONA

**Arizona State College — Flagstaff, Ariz.**

Dr. V. W. Gillenwater, Director, Placement Bureau, Administration Bldg. Tel. PR 4-6611 Ext. 14. Feb. 1, 1958.

**Arizona State College — Tempe, Ariz.**

Dr. Robert F. Menke, Director of Placement, Administration Bldg. Tel. WO 7-3311 Ext. 234. Oct. 15, 1957.

**Grand Canyon College — Phoenix, Ariz.**

Dr. Roland L. Beck, Head of Department of Education, P.O. Box 11097. Tel. YEllowstone 7-4734.

**University of Arizona — Tucson 25, Ariz.**

William F. Hogan, Industrial Placement, Liberal Arts Bldg. Room 324. Tel. MA 4-8181 Ext. 232. Oct. 1957.

## ARKANSAS

**Agricultural, Mechanical and Normal College — Pine Bluff, Ark.**

H. G. Barnett, Director, Bureau of Placement, Administration Bldg. Tel. JE 5-1653. Oct. 1, 1957.

**Arkansas College — Batesville, Ark.**

Roberta T. Dorr, Director, Placement Bureau Tel. 1089. Sept. 16, 1957.

**Arkansas Polytechnic College — Russellville, Ark.**

John E. Tucker, Director, Student Affairs, Main Bldg. Tel. 1085. Nov. 1, 1957.

**Arkansas State College — Jonesboro, Ark.**

Ray H. Hall, Director, Field Services, Administration Bldg., Room 220. Tel. 5-5488. Feb. 1, 1958.

**Arkansas State Teachers College — Conway, Ark.**

H. B. Hardy, Jr., Director of Placement, Normal Station. Tel. 210. Sept. 11, 1957.

**Harding College — Searcy, Ark.**

Dr. W. L. Roy Wellborne, Director of Placement, Box 506. Tel. 388. Oct. 15, 1957.

**Henderson State Teachers College — Arkadelphia, Ark.**

Dolphus Whitten, Jr., Placement Director, College Hall, 1100 Henderson St. Tel. 775. Sept. 12, 1957.

**Hendrix College — Conway, Ark.**

James T. Clemons, Placement Officer. Tel. 627. Sept. 20, 1957.

**Philander Smith College — Little Rock, Ark.**

Curtis D. Gillespie, Sr., Dean of Students. Tel. FR 5-6422.

**Southern State College — Magnolia, Ark.**

Milton B. Talley, Dean of Students and Placement Officer, Overstreet Hall. Tel. 1113. Sept. 1, 1957.

**University of Arkansas — Fayetteville, Ark.**

L. D. Trager, Placement Director, Room 111, Student Union Bldg. Tel. Hillcrest 2-2361 Ext. 551. Oct. 21, 1957.

## CALIFORNIA

**Armstrong College — Berkeley 4, Calif.**

Mrs. Esther P. Armstrong, Director, Placement Services, 2222 Harold Way. Tel. AShberry 3-2500. Throughout year.

**Biola Bible College — Los Angeles, Calif.**

Dr. James H. Christian, Registrar and Dean of College, 558 S. Hope St. Tel. MA 5-1641.

**California Institute of Technology — Pasadena, Calif.**

Dr. Donald S. Clark, Director of Placements, 120 Throop Hall, 1201 E. California St. Tel. SYcamore 5-6841 or RYan 1-7171. Ph.D. Degrees Oct. 21, 1957 and B.S., M.S., Engineering Degrees Jan. 13, 1958.

**California School of Fine Arts — San Francisco, Calif.**

Jay von Werlhof, Placement Officer, 800 Chestnut St. Tel. Or 3-2640.

**California State Polytechnic College — San Luis Obispo, Calif.**

Eugene A. Rittenhouse, Placement Officer, Administration Bldg. Tel. LIBerty 3-2000. Sept. 30, 1957.

**Chapman College — Orange, Calif.**

Dr. Wilfred M. Landrus, Dean of Students, 333 North Glassell. Tel. KELlogg 8-2381. Throughout year.

**Chico State College — Chico, Calif.**

Lawrence T. Crawford, Placement Director, Room 124, Administration Bldg., W. First St. Tel. FIreside 2-5671, Ext. 332. Nov. 18, 1957.

**Claremont Graduate School — Claremont, Calif.**

Herbert Gatzke, Director, Student Personnel Services, Harper Hall, College and 10th Sts. Tel. Ly 6-8511 Ext. 233. Feb. 1, 1958.

**Claremont Men's College — Claremont, Calif.**

Dorothy B. Cochran, Placement Director, Pitzer Hall, C-1B, 9th and Columbia Ave. Tel. Lycoming 6-8511 Ext. 834. Nov. 7, 1957.

**College of the Holy Names — Oakland 19, Calif.**

Sister M. Margaret Alacoque, Director of Placement, 3500 Mountain Blvd. Tel. Kellog 3-3565.

**College of Medical Evangelists — Los Angeles 33, Calif.**

Mrs. Esther V. Hackman, Placement Secretary, Alumni Association, School of Medicine, 316 North Bailey St. Tel. ANgelus 2-2173. Oct. 1957.

**College of the Pacific** —  
Stockton, Calif.

Elliott J. Taylor, Director of Placement, Administration Bldg. Tel. HOWard 2-6191. By arrangement with interviewers.

**Fresno State College** — Fresno 26, Calif.

Harold D. Jones, Director of Placement. Tel. BA 7-8461. Oct. 1, 1957.

**George Pepperdine College** —  
Los Angeles 44, Calif.

J. D. Fenn, Chairman, Placement Committee, Business Administration Bldg., 1121 West 79th St. Tel. PL 3-1411. Feb. 10, 1958.

**Golden Gate College** —  
San Francisco 2, Calif.

Lilian G. Scott, Placement Director, 220 Golden Gate Ave. Tel. PR 5-5774.

**Humboldt State College** —  
Arcata, Calif.

Albert W. Blood, Placement Officer, 1990 Cedar St. Tel. VAndyk 2-1771. Oct. 1, 1957.

**LaSierra College** — Arlington, Calif.

Dr. Thomas A. Little, Dean of the College.

**LaVerne College** — La Verne, Calif.

Dayton E. Root, Registrar.

**Long Beach State College** — Long Beach, Calif.

Miss Jane Thompson, Placement Officer.

**Los Angeles State College** —  
Los Angeles 32, Calif.

Fred Rhodes, Placement Officer, 5280 Gravois Ave., Bldg. M, Room 2. Tel. CA 5-5621 Ext. 35.

**Loyola University of Los Angeles** —  
Los Angeles 45, Calif.

Priscilla C. Ewing, Director of Placement, Placement Bureau, 7101 W. 80th St. Tel. Oregon 8-1131. Oct. 15, 1957.

**Mills College** — Oakland 13, Calif.

Mary Jo Clark, Director of Placement, Administration Bldg., Office of the Dean of Students. Tel. NEptune 2-2700 Ext. 277. Feb. 10, 1958.

**Occidental College** — Los Angeles 41, Calif.

N. Thomas Norden, Director, Counselling and Placement Center, Room 6, Johnson Hall, 1600 Campus Road. Tel. Clinton 5-5151 Ext. 18. Feb. 17, 1958.

**Pacific Union College** — Angwin, Calif.

E. C. Water, Registrar, P.O. Box 65. Tel. WOodward 5-2421. Jan. 5, 1958.

**Pasadena City College** —  
Pasadena, Calif.

Milton C. Mohs, Dean of Placement, 1570 E. Colorado Blvd. Tel. SYcamore 3-5111 Ext. 51.

**Pomona College** — Claremont, Calif.

Mrs. Betsy A. Goodall, Director of Placement, Sumner Hall. Tel. LYcoming 6-8511. Oct. 1, 1957.

**Sacramento State College** —  
Sacramento, Calif.

Willis J. Black, Associate Professor of Education, 6000 J. St. Tel. GI 1-6531 Ext. 246. March 1958.

**St. Mary's College of California** —  
St. Mary's College, Calif.

Brother Bede Edward, F.S.C., Director, Placement Bureau, Administration Bldg. Tel. Drake 6-4411. Sept. 15, 1957; John Scudder, Director, Graduate Placement.

**San Diego State College** —  
San Diego 15, Calif.

Dr. Will M. Kidwell, Placement Officer, Business Administration Bldg., Room 109. Tel. JU 2-4411. Oct. 21, 1957.

**San Francisco College for Women** —  
San Francisco 18, Calif.

Mother E. Fox, Senior Counselor and Professor of Education. Tel. SK 2-3033. Oct. 1957.

**San Francisco State College** —  
San Francisco, Calif.

Dr. Vernon Wallace, Director of Placement, 1600 Holloway. Tel. JU 4-2300.

**San Jose State College** — San Jose, Calif.

Dr. E. W. Clements, Placement Officer, Room 234, Administration Bldg. Tel. CYpress 4-6414. Oct. 28, 1957.

**Stanford University** — Stanford, Calif.

E. W. Dils, Director, Business and Technical Placement. Tel. DAvenport 3-9411 Ext. 288 or 431. Oct. 1, 1957.

**University of California**

Berkeley Campus — Berkeley, Calif. Nansi E. Corson, Assistant Manager, Bureau of Occupations, South Hall Annex. Tel. AS 3-4395. Oct. 14, 1957.

Davis Campus — Davis, Calif. J. Price Gittinger, Manager; Mrs. Marian W. King, Interviewer; Bureau of Occupations, Rooms 105-6 TB 8 Shields Ave., Campus. Tel. Skyline 3-3361 Ext. 517. Oct. 1957.

Los Angeles Campus — Los Angeles 24, Calif. Donald P. LaBoskey, Manager, Bureau of Occupations, Administration Bldg. 170, 405 Hilgard. Tel. BR 2-6161 Ext. 761. Oct. 21, 1957.

# CONSULT

# The

# College

# Blue

# Book

THE STANDARD WORK OF REFERENCE  
OF HIGHER AND SECONDARY  
EDUCATION IN THE  
UNITED STATES OF AMERICA

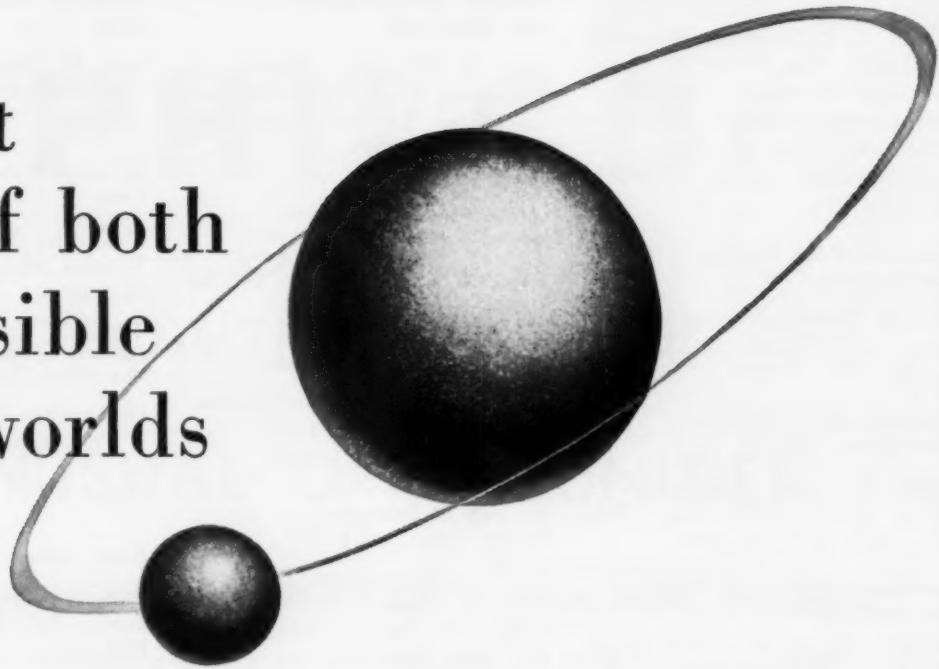
Price \$12.00  
708 PAGES — 8½ x 11  
Cloth Bound

PUBLISHED EVERY THREE YEARS

1st Edition - 1923 9th Edition - 1959  
CURRENT EDITION - 1956

**The College Blue Book**  
P.O. BOX 311 YONKERS, N.Y.

# Best of both possible worlds



OUR young engineers tell us that one of the best things about working with General Motors is this—

Here at GM you live in a big world of vast resources, great facilities, important happenings—yet you also live in a small world of close friendships and harmonious relationships.

For GM—the world's most successful industrial corporation—is also completely decentralized into 34 manufacturing divisions, 126 plants in 70 U.S. cities.

Within these divisions and plants, you find hundreds of small, hard-hitting technical task forces consisting of engineers with widely varying degrees of experience.

It follows that our young engineers have the splendid chance to learn from some of America's best technological minds. The chance to win recognition for achievements. The chance to grow personally and professionally.

Beyond that, they have the opportunity to follow their natural bent in an organization that manufactures

literally dozens of products, ranging from modern aircraft engines to fractional horsepower motors—from cars and trucks to locomotives and off-the-highway equipment.

Think you're acquainted with some young men who have what it takes to engineer rewarding careers with GM—as so many thousands have done? You'd be doing both them and us a good turn by bringing us together for some further discussion.

## GM positions now available in these fields:

MECHANICAL ENGINEERING  
ELECTRICAL ENGINEERING  
INDUSTRIAL ENGINEERING  
METALLURGICAL ENGINEERING  
AERONAUTICAL ENGINEERING  
CHEMICAL ENGINEERING  
CERAMIC ENGINEERING  
CIVIL ENGINEERING

# GENERAL MOTORS CORPORATION

Personnel Staff, Detroit 2, Michigan

Santa Barbara College — Goleta, Calif. E. L. Chalberg, Placement Executive; Mrs. Betty M. Koral, Employer-Interviewer, Bureau of Occupations and Office of Teacher Placement; Bldg. 431, Room 129. Tel. Woodland 8-5711, Ext. 2183. Nov. 1, 1957.

*University of San Francisco — San Francisco, Calif.*

Joan K. Downey, Director of Placement, 2130 Fulton St. Tel. SK 2-1000. Oct. 1, 1957.

*University of Santa Clara — Santa Clara, Calif.*

Helen E. Ferris, Placement Director, Administration Bldg. Tel. Ax 6-3360. Feb. 10, 1958.

*University of Southern California — Los Angeles, Calif.*

Florence Bertine Watt, Director of Vocational Placement Bureau, University Park, 3460 University Ave. Tel. Richmond 8-2311. Throughout year.

*Westmont College — Santa Barbara, Calif.*

Rosella Wilson, Placement Secretary, 955 La Paz Road. Tel. Wo 9-2237. Nov. 15, 1957.

*Whittier College — Whittier, Calif.*

John H. Bright, Chairman, Department of Education. Tel. Ox. 3-0771 Ext. 15. Dec. 1, 1957.

## **COLORADO**

*Colorado College — Colorado Springs, Colo.*

H. E. Mathias, Dean of Admission and Director of Placement, Cutler Hall. Tel. ME 4-7744. Sept. 25, 1957.

*Colorado School of Mines — Golden, Colo.*

William V. Burger, Dean of Students and Registrar.

*Colorado State College — Greeley, Colo.*

Dr. William Hartman, Director of Public Relations, Frasier Hall. Tel. EL 2-7070. Fall Quarter 1957.

*Colorado State University — Fort Collins, Colo.*

Lyle N. Slonecker, Director of Placement, Room 300, Administration Bldg. Tel. HU 2-3300 Ext. 125. Nov. 1, 1957.

*Loretto Heights College — Loretto, Colo.*

Sister M. Cecille, Dean. Tel. Su 1-6654.

*Regis College — Denver, Colo.*

Rudy Sporich, Placement Director, W. 50th and Lowell Blvd. Tel. GE 3-6565. Oct. 15, 1957.

*University of Colorado — Boulder, Colo.*

M. Helen Carpenter, Director, Placement Bureau, 303 Woodbury Hall. Tel. Hillcrest 2-3210 Ext. 741. Nov. 1957.

*University of Denver — Denver, Colo.*

John A. Rupp, Assistant Director of Placements, 220 15th St. Tel. Alpine 5-3441 Ext. 671. Oct. 7, 1957.

*Western State College of Colorado — Gunnison, Colo.*

Rial R. Lake, Director, Public Information and Services, Room 203, Taylor Hall. Tel. 760 Ext. 224. Feb. 1, 1958.

## **CONNECTICUT**

*Connecticut College — New London, Conn.*

L. Alice Ramsay, Personnel Director, Fanning Hall (210). Tel. Gibson 2-5391 Ext. 219. Jan 6, 1958.

*Fairfield University — Fairfield, Conn.*

Frederick W. Tartaro, Director of Public Relations and Placement, North Benson Road, Xavier Hall. Tel. CL 9-8313. Jan. 6, 1958.

*New Haven State Teachers College — New Haven, Conn.*

Paul F. Lowe, Director of Field Services and Placement, 501 Crescent St., N.W. Tel. FU 7-6661 Ext. 231.

*Quinnipiac College — Hamden 17, Conn.*

Ann M. Massimino, Placement Counselor, 1450 Whitney Ave. Tel. CH 8-2188. Feb. 17, 1958.

*St. Joseph College — West Hartford, Conn.*

Mrs. Alice M. Kelley, Placement Director, Administration Bldg., 1678 Asylum Ave. Jan. 13, 1958.

*Teachers College of Connecticut — New Britain, Conn.*

Dr. Sherman G. Waggoner, Director of Professional Education, Stanley St. Tel. Baldwin 9-0336. Oct. 1957.

*Trinity College — Hartford 6, Conn.*

John F. Butler, Director of Placement. Tel. JA 7-3153. Feb. 3, 1958.

*University of Bridgeport — Bridgeport, Conn.*

Frank S. Wright, Director of Placement; Martina Gilbert, Director of Teacher Placement (College of Education); 285 Park Ave. Tel. FO 6-3611. Oct. 1, 1957.

*University of Connecticut — Storrs, Conn.*

J. E. Powers, Placement Officer, Administration Bldg., U-51. Tel. Storrs-Garfield 9-9321 Ext. 528. Nov. 4, 1957.

*Wesleyan University — Middletown, Conn.*

Baxter S. Patrick, Director of Placement, Winchester House. Tel. Diamond 7-4421. Nov. 4, 1957.

*Willimantic State Teachers College — Willimantic, Conn.*

Mrs. Julia H. Bartman, Director of Placement, 83 Windham St. Tel. Harrison 3-4581. Nov. 1957.

*Yale University — New Haven, Conn.*

Stuart H. Clement, Supervisor, Senior Placement, (Drawer 1003 A, Yale Station), 123 Wall St. Tel. State 7-3131 Ext. 749. Dec. 2, 1957.

# PHILCO

## OFFERS GROWTH POSITIONS and UNUSUAL OPPORTUNITIES

for

**ELECTRONIC ENGINEERS • PHYSICISTS • MECHANICAL ENGINEERS**

Due to Philco's continuing expansion and pioneering into new fields . . . new products . . . new services . . .

### INTERESTING AND REWARDING ASSIGNMENTS

are now available in

- Advanced Radar Systems
- Antenna Systems
- Automation Equipment
- Bombing and Fire Control Systems
- Color Television
- Data Processing Systems
- Electronic Computers
- Electron Tubes
- Forward Scatter Communications
- Guided Missiles
- Home Laundry Equipment
- Household Appliances
- Industrial Television
- Infrared Systems and Devices
- Microwave Systems
- Multiplex Equipment
- Semiconductor Devices
- Servo Systems
- Systems Engineering
- Television Broadcast Equipment
- Television Relay Systems
- Transistors
- Transistor Circuit Applications
- Underwriters Ordnance

At Philco, young engineers are provided with professional status and an environment conducive to self-development and growth.

Professional employees enjoy unexcelled employee benefits; including Profit Sharing, Retirement and full Tuition Refund Plan for advanced studies.

For additional information, contact

Mr. R. C. Bock  
Co-ordinator, College Relations

**PHILCO CORPORATION**

Philadelphia 34, Pa.

## DELAWARE

*University of Delaware* — Newark, Del.

Mrs. Geraldine M. Wyatt, Director, Placement Office, Purnell Hall, Main St. Tel. Endicott 8-8511 Ext. 390. Mid-year and Graduate students, Oct. 17, 1957; June graduates, Dec. 3, 1957.

## DISTRICT OF COLUMBIA

*American University* — Washington 16, D.C.

Robert Jones, Director of Placement. Tel. WO 6-6800.

*Benjamin Franklin University* — Washington, D.C.

G. G. Dickey, Placement Director, 1100 16th St. N.W. Tel. RE 7-2262. Feb. 1958.

*Catholic University of America* — Washington 17, D.C.

Martin E. Casey, Director of Placement, Room 106, Administration Bldg. Tel. ADams 2-6000 Ext. 478. Nov. 4, 1957.

*District of Columbia Teachers College* — Washington, D.C.

Hope Lyons, Dean of Students, 11th and Harvard Sts., N.W. Tel. NA 8-6000 Ext. 659. Sept. 5, 1957.

*George Washington University* — Washington, D.C.

Mrs. Patricia Coulter Stoddard, Student Placement Officer, 2114 G. St., N.W. Tel. ST 3-8598. Oct. 15, 1957.

*Georgetown University* — Washington, D.C.

Estill M. Guinane, Director of Placement, Ryan Administration Bldg., 37th and O Sts., N.W. Tel. ADams 2-7000. Nov. 18, 1957.

*Howard University* — Washington, D.C.

Mrs. Marian V. Coombs, Director of Placement, Administration Bldg., 6th St. and Howard Pl., N.W. Tel. DUpton 7-6100 Ext. 466. Oct. 15, 1957.

*Southeastern University* — Washington 6, D.C.

Leroy J. Maas, President, 1736 G St., N.W. Tel. NA 8-2668.

*Trinity College* — Washington 17, D.C.

Sister Ann Francis, Dean of Students. Tel. HU 3-7810. Oct. 15, 1957.

*Washington Missionary College* — Takoma Park, Washington 12, D.C.

F. E. Wall, Academic Dean. Tel. JU 9-2135. Nov. 1957.

## FLORIDA

*Barry College* — Miami 38, Fla.

Sister Marie Claudia, Guidance and Placement Officer, 11300 N.E. 2nd Ave. Tel. Plaza 9-2414.

*Bethune-Cookman College* — Daytona Beach, Fla.

Benjamin L. Mathis, Director of Student Personnel, 22 White Hall. Tel. CLinton 3-6534. March 1, 1958.

*Florida Normal and Industrial Memorial College* — St. Augustine, Fla.

J. L. Wilson, Director of Student Personnel, Office of the Registrar. Tel. VA 9-3488.

*Florida Southern College* — Lakeland, Fla.

Ernest A. Lilley, Placement Officer.

*Florida State University* — Tallahassee, Fla.

James C. Hardy, Placement Officer, Westcott Bldg. Tel. 2-8000. Oct. 1, 1957.

*Rollins College* — Winter Park, Fla.

Emily R. Merrill, Acting Director of Placement, Carnegie Hall. Tel. 3-1861. Nov. 18, 1957.

*Stetson University* — DeLand, Fla.

Henry F. Godfrey, Placement Director, School of Business. Tel. RE 4-4121 Ext. 15. Nov. 1, 1957.

*University of Florida* — Gainesville, Fla.

Maurice E. Mayberry, University Placement Officer, Bldg. H. Tel. FR 6-3261 Ext. 670. Oct. 8, 1957.

*University of Miami* — Coral Gables, Fla.

Louis A. Miller, Director of Placement, Temporary Bldg. 51. Tel.

Mohawk 1-2561 Ext. 357. Oct. 21, 1957.

*University of Tampa* — Tampa 6, Fla.

Boyd B. Burnside, Dean of Men, Grand Central Ave. Tel. 828281. Nov. 1, 1957.

## GEORGIA

*Agnes Scott College* — Decatur, Ga.

C. Benton Kline, Dean of the Faculty. Tel. DR 3-2571. Jan. 15, 1958.

*Albany State College* — Albany, Ga.

C. W. Pettigrew, Director of Public Relations. Tel. HE 5-9904. Oct. 15, 1957.

*Atlanta University* — Atlanta 14, Ga.

Paul I. Clifford, Registrar, 223 Chestnut St., S.W. Tel. JA 3-6431. April 15, 1957.

*Berry College* — Mount Berry, Ga.

Dr. John Bertrand, President.

*Clark College* — Atlanta 14, Ga.

Dr. A. A. McPheeters, Dean, 240 Chestnut St., S.W. Tel. JA 2-5013.

*Emory University* — Emory University, Ga.

Orie E. Myers, Jr., Director of Personnel and Placement, Room 203, Administration Bldg. Tel. DRake 3-1621 Ext. 365. Oct. 14, 1957.

*Fort Valley State College* — Fort Valley, Ga.

H. A. Miller, Director, Student Personnel, Administration Bldg. Tel. TA 5-5457. Oct. 21, 1957.

*Georgia Institute of Technology* — Atlanta, Ga.

Fred W. Ajax, Associate Dean of Students, Knowles Bldg. Tel. Trinity 4-6331. Jan 6, 1958.

*Georgia Teachers College* — Collegeboro, Ga.

Dr. J. D. Park, Director of Teacher Education and Placement, Marvin Pittman Bldg. Tel. Poplar 4-3410. Jan. 1, 1958.

# IF YOU WANT AN EXCITING FUTURE YOU CAN FIND IT AT THE BUDD COMPANY

The business of The Budd Company has always been creating the future. It is a place for minds of many kinds, but always minds in motion.

Budd does an annual business of better than \$300,000,000. and employs about twenty thousand men and women of an almost infinite variety of skills.

The Company has long been known for its advanced techniques in fabricating metals—automobile and truck bodies and frames, wheels, hubs, drums; railway passenger cars built of stainless steel, and disc brakes.

More recently, Budd activities have expanded into many new fields. Included are products of nuclear research for radiography, radiation, and nuclear-bearing missiles.

Another activity is concerned with the invention and production of new systems of measurement and control in automation.

Still another designs and constructs aircraft and missile structures not only of greatly increased strength and rigidity, but also capable of withstanding the heat generated by hypersonic flight speeds.

The Company's basic policy is promotion within the ranks, as ability and accomplishment are proved. There are two booklets describing opportunities at Budd. They are: "Your Engineering Opportunity at Budd", and, "Your Management Opportunity at Budd". Send for whichever interests you, or for both. Write to:

**PERSONNEL MANAGER • THE BUDD COMPANY**  
**PHILADELPHIA 32, or DETROIT 15**



**Mercer University — Macon, Ga.**

Richard C. Burts, Jr., Dean of Men.  
Tel. 3-1511. Nov. 11, 1957.

**Morehouse College — Atlanta, Ga.**

William M. Nix, Director of Personnel, 233 Chestnut St., S.W.

**North Georgia College — Dahlonega, Ga.**

C. E. Stevenson, Director of Guidance.

**Spelman College — Atlanta 3, Ga.**

Mrs. Grace Jason Perry, Registrar, Rockefeller Hall. Tel. MU 8-2381. April 1958.

**Tift College — Forsyth, Ga.**

Starr Miller, Dean. Tel 4341. March 1, 1958.

**University of Georgia — Athens, Ga.**

Anne Seawell, Director, Division of Placement and Student Aid, Lumpkin House. Tel. Llberly 3-2511 Ext. 445. Oct. 7, 1957.

**Valdosta State College — Valdosta, Ga.**

Mrs. Joseph S. Maddox, Secretary to the President. Tel. 435. Sept. 24, 1957.

**Wesleyan College — Macon, Ga.**

Carolyn Churchill, Assistant to the President. Oct. 1, 1957.

**IDAHO**

**College of Idaho — Caldwell, Idaho**

Dr. S. Gene Odle, Director of Student Personnel (non-education majors); Marjorie Coe, Secretary to the Education Division; Sterry Hall. Tel. 9-7411. Oct. 1, 1957.

**Idaho State College — Pocatello, Idaho**

Richard Savage, Director of Placement, Union Bldg. Oct. 1957.

**Northwest Nazarene College — Nampa, Idaho**

Warnie Tippitt, Dean of Students.

**Ricks College — Rexburg, Idaho**

Dr. Marriner D. Morrell, Placement Counselor.

**University of Idaho — Moscow, Idaho**

Harlow H. Campbell, Director, Educational Field Service, 204 Administrative Office Bldg. Tel. TUCKer 2-1152. Nov. 1, 1957.

**ILLINOIS**

**Aurora College — Aurora, Ill.**

Ronald P. Thomas, Dean of Men, Tel. Aurora 7-9246.

**Blackburn College — Carlinville, Ill.**

Dr. H. Halpert, Dean of College, College Ave. Feb. 1, 1958.

**Bradley University, Peoria, Ill.**

Ben Kietzman, Placement Director, Room 116, Bradley Hall. Tel. 6-7611 Ext. 334. Oct. 1, 1957.

**Carthage College — Carthage, Ill.**

Gladys Keene, Dean of Women. Tel. 610. Sept. 1, 1957.

**College of St. Francis — Joliet, Ill.**

Sister M. Mildred, Chairman of Placement, Wilcox & Taylor Sts. Tel. 6-6228.

**De Paul University — Chicago 1, Ill.**

Kenneth Conway, Placement Director, 64 E. Lake St., Room 403. Tel. FI 6-4000. Oct. 15, 1957.

**Eastern Illinois University — Charleston, Ill.**

Dr. Wm. H. Zeigel, Associate Dean, Teacher Education and Placement. Tel. 104. Oct. 1957.

**Elmhurst College — Elmhurst, Ill.**

Genevieve Staudt, Dean of Students and Director of Placement. Tel. Terrace 1022. Oct. 1, 1957.

**Greenville College — Greenville, Ill.**

Calvin K. Burge, Placement Manager. Tel. 1475. Sept. 16, 1957.

**Illinois College — Jacksonville, Ill.**

E. S. Simmonds, Placement Officer. Tel. 5-7126 Ext. 04.

**Illinois Institute of Technology — Chicago 16, Ill.**

Earl C. Kubicek, Director, Alumni Relations and Placement, Techno-

logy Center. Tel. CA 5-9600. Sept. 30, 1957.

**Illinois State Normal University — Normal, Ill.**

Dr. Harold E. Gibson, Director, Bureau of Appointments, Room 12, Administration Bldg. Tel. 3-8211 Ext. 205. Jan. 15, 1958.

**Illinois Wesleyan University — Bloomington, Ill.**

Mrs. Glenn F. Watt, Director of Placement, 210 East University St. Tel. 7-0815. Feb. 10, 1958.

**John Marshall Law School — Chicago 4, Ill.**

Karen Olson, Placement Director, 315 S. Plymouth Court. Tel. WA 2-5828. Aug. 1, 1957.

**Knox College — Galesburg, Ill.**

Wilbur F. Pillsbury, Dean of Students. Tel. 4401. Jan 7, 1958.

**Lake Forest College — Lake Forest, Ill.**

Roger Clifford, Director of Placement. Tel. 3100 Ext. 62. Nov. 15, 1957.

**Loyola University — Chicago 11, Ill.**

Hugh McAvoy, Placement Director, 820 North Michigan Ave. Tel. Whitehall 4-0800. Nov. 1, 1957.

**MacMurray College — Jacksonville, Ill.**

Mrs. Mildred G. Davidson, Director of Placement, Main Hall. Tel. Chestnut 5-6151. Nov. 1, 1957.

**Millikin University — Decatur, Ill.**

Glen R. Smith, Placement Director and Dean of the School of Business and Industry, 1300 West Main St. Tel. 3-3661. Oct. 21, 1957.

**Monmouth College — Monmouth, Ill.**

L. Del Bowker, Director of Placement, 833 East Broadway. Tel. 635. Oct. 1957.

**North Central College — Naperville, Ill.**

Dr. A. R. Schwarz, Director of Placement, Old Main Bldg. Tel. 1161J. Feb. 1, 1958.



## There's room to grow with us in petroleum

Whatever field you're interested in—engineering, chemistry, geology, physics, mathematics or management—there's room for you to grow with Standard Oil Company of California.

The tremendous range of jobs provides unlimited opportunities here, and throughout the world. Last year's graduates are doing exciting things . . . like searching for and producing oil, working on important research projects, designing new

plants and refining processes, growing into management roles.

These new people are finding a satisfying future with us and we believe you, too, should consider joining a Company that holds so much promise for personal growth. If you'd like to find out more about our job opportunities, write:

*Standard Oil Company of California, Personnel Dept.,  
225 Bush Street, San Francisco 20, California.*



**STANDARD OIL COMPANY OF CALIFORNIA**

**Northern Illinois University — DeKalb, Ill.**

Dr. Martin H. Bartels, Director of Placement, Administration Bldg., Room 208. Tel. DeKalb 6-3441 Ext. 9 or 72. Feb. 15, 1958.

**Northwestern University — Evanston, Ill.**

Frank Endicott, Director of Placement; Fred Hefferon, Assistant Director of Placement (Business School), 1807 Orrington. Tel. University 4-1900. Jan. 15, 1958; Frances Brown, Assistant Director of Placement (Technical Institute), 2235 Sheridan Rd. Tel. University 4-1900. Oct. 6, 1957.

**Olivet Nazarene College — Kankakee, Ill.**

Paul L. Schwada, Director of Placement. Tel. 3-3344 Ext. 9. Spring 1958.

**Pestalozzi Froebel Teachers College — Chicago 4, Ill.**

Dorothy Peebles, Placement Officer, 207 S. Wabash. Tel. Wabash 2-6761.

**Principia College — Elsah, Ill.**

Alfred Gerboch, Dean of the College.

**Quincy College — Quincy, Ill.**

Lucile Danker, Placement Director, 1831 College Ave. Tel. BA 2-8020. Oct. 15, 1957.

**Rockford College and Rockford Men's College — Rockford, Ill.**

Dale F. Voss, Acting Director of Admission, 527 Seminary. Tel. 4-7841. Oct. 1, 1957.

**Roosevelt University — Chicago, Ill.**

Arthur R. Eckberg, Director of Placement, 430 S. Michigan Blvd., Room 886. Tel. WA 2-3580.

**Rosary College — River Forest, Ill.**

Sister Mary Liam, Registrar and Director of Placement Bureau, 7900 Division St. Tel. Forest 9-6320. Nov. 1, 1957.

**Southern Illinois University — Carbondale, Ill.**

Dr. Roye R. Bryant, Director of Placement. Tel. 1340 Ext. 4011. Oct. 21, 1957.

**University of Chicago — Chicago 37, Ill.**

Robert C. Woellner, Director of Vocational Guidance and Placement, Administration Bldg., 5801 Ellis Ave. Tel. Midway 3-0800. Nov 4, 1957; Mrs. E. A. Sutherland, Placement Officer, School of Business, Haskell Hall Room 102. Tel. Midway 3-0800. Nov. 15, 1957.

**University of Illinois — Urbana, Ill.**

Robert Calvert, Jr., Coordinating Placement Officer, 153 Administration—West. Tel. 7-6611 Ext. 3472. Oct. 7, 1957.

**Western Illinois University — Macomb, Ill.**

Dr. John C. Roberts, Director of Placement, 1000 West Adams St. Tel. 1080 Ext. 24. Feb. 1, 1958.

**Wheaton College — Wheaton, Ill.**

Mrs. W. A. McDonald, Placement Director, Blanchard Hall. Tel. Wh 8-3200. Oct. 1, 1957.

**INDIANA**

**Anderson College — Anderson, Ind.**

E. G. MacKenzie, Director, Placement Bureau, Corner of College and 5th Sts. Tel. 6613. Sept. 3, 1957.

**Ball State Teachers College — Muncie, Ind.**

Charles R. McNaughton, Director of Placement, 2000 University Ave. Tel. AT 4-8492. Nov. 1, 1957.

**Butler University — Indianapolis, Ind.**

Dr. William L. Howard, Director of Placement, 46th and Sunset Ave. Tel. AT 3-1343. Mar. 1, 1958.

**De Pauw University — Greencastle, Ind.**

Dr. William McK. Wright, Assistant Dean of Students, Administration Bldg. Tel. 1100 Ext. 207. Oct. 15, 1957.

**Earlham College — Richmond, Ind.**

Roy Schuckman, Assistant General Secretary, Carpenter Hall. Tel. 2-4211. Jan. 1958.

**Evansville College — Evansville, Ind.**

Dr. Robert V. Thompson, Placement Director, 1800 Lincoln Ave. Tel. GR 6-1341. Oct. 15, 1957.

**Franklin College of Indiana — Franklin, Ind.**

Gael D. Swing, Director of Placement, Administrative Bldg. Tel. 493. Feb. 15, 1958.

**Hanover College — Hanover, Ind.**

Lee Copple, Dean of Men and Director of Placement. Tel. 9-2071. Feb. 1, 1958.

**Huntington College — Huntington Ind.**

Carl Zurcher, Director of Placement. Tel. 153. No date set.

**Indiana Central College — Indianapolis, Ind.**

Robert E. Cramer, Dean and Registrar, Administration Bldg., 4001 Otterbein Ave. Tel. St 7-1301. March 1, 1958.

**Indiana State Teachers College — Terre Haute, Ind.**

Wayne E. Schomer, Director, Teacher Placement Bureau.

**Indiana Technical College — Fort Wayne, Ind.**

Dr. Donald W. Robinson, Dean of Men, Administration Bldg, 1600 E. Washington Blvd. Tel. E-9686. Sept. 17, 1957.

**Indiana University — Bloomington, Ind.**

J. D. Snider, Director, Bureau of Personnel Relations and Placement, Room 109, School of Business, East Seventh St. Tel. 6811 Ext. 474. Oct. 7, 1957; P. Allan Dionisopoulos, Director, Institute of Training for Public Service, 318 Social Science Bldg. Tel. 6811 Ext. 252. Sept. 7, 1957; Dr. H. B. Allman, Director, College Placement, School of Education. Tel. 6811 Ext 387.

**Marion College — Marion, Ind.**

C. G. Lawrence, Director of Placement Bureau, Administration Bldg. Tel. 2933. March 1, 1958.



## TALENT PROSPERS AT BENDIX

Talent prospers at Bendix. And proof of this is the vast number of Bendix engineers filling positions of executive responsibility in the world's largest and most diversified creative engineering and manufacturing company. Many are men who only a few years back faced the same problems and decisions now confronting today's graduate engineers.

Bendix—producer of more than a thousand products for many basic industries—operates twenty-four separate manufacturing divisions; nine of them created or acquired

since 1950. All are staffed by key men from within the company.

At Bendix, engineers enjoy the advantages of being with a big company, plus the opportunities for self-development and personal recognition inherent in small companies.

Bendix needs young men of talent—graduate engineers wanting to build solid careers with a solidly established, growing organization offering challenging tasks, opportunities for self-advancement, good compensation and a liberal program of personal benefits.

Bendix has special need for graduate

engineers in these and related fields: Electronics, Electromechanics, Ultrasonics, Systems Analysis, Computers, Automation and Controls, Nucleonics, Hydraulics, Aerophysics, Instrumentation, Solid State Physics, Combustion, Heat Transfer, Propulsion, Metallurgy, Communications, Carburetion, Ignition, Radar, Sonar, Structures.

For additional information write to Dr. Gerald A. Rosselot, Director of University and Scientific Relations, Bendix Aviation Corporation, Fisher Building, Detroit 2, Mich.

*A thousand products*



*a million ideas*

**Purdue University — Lafayette, Ind.**

F. Lynn Cason, Director, Placement Service for Men, Executive Bldg. Tel. 92-2151. Oct. 14, 1957.

**Rose Polytechnic Institute — Terre Haute, Ind.**

G. C. Zader, Placement Director. Tel. C-5074. Nov. 4, 1957.

**St. Joseph's College — Collegeville, Ind.**

Hugh McAvoy, Placement Director.

**St. Mary-of-the-Woods College — St. Mary-of-the-Woods, Ind.**

Sister Marie Perpetua, Dean. Tel. (Terre Haute) Drexel 2335. No fixed date.

**St. Mary's College — Notre Dame, Ind.**

Sister Mary Alma, Dean.

**Taylor University — Upland, Ind.**

Mildred Stratton and George Ray, Department Heads — Education. Tel. 6-7751.

**Tri-State College — Angola, Ind.**

William F. Thomas, Placement Director. Tel. 600 Ext. 809. Oct. 7, 1957.

**University of Notre Dame — Notre Dame, Ind.**

Rev. Louis J. Thornton, C.S.C., Director of Placement, Administration Bldg. Tel. CE 4-9011 Ext. 404. Nov. 4, 1957.

**Valparaiso University — Valparaiso, Ind.**

Alfred R. Looman, Director of Placement, Valparaiso Union. Tel. 3-5601. Nov. 4, 1957.

**Wabash College — Crawfordsville, Ind.**

E. C. Gullion, Vice President, Center Hall. Tel. 410. Feb. 1, 1958.

**IOWA**

**Buena Vista College — Storm Lake, Iowa**

T. P. Kuehl, Director of Placement. Tel. 1887. Jan. 1958.

**Coe College — Cedar Rapids, Iowa**

Dr. William Badger, Director of Placement, Main Bldg. Tel. EM 4-1511. Sept. 16, 1957.

**Cornell College — Mount Vernon, Iowa**

Prof. Otis E. Young, Director of Placement, 17 Law Bldg. Tel. 6281. Feb. 1, 1958.

**Drake University — Des Moines, Iowa**

Dr. O. E. Niffenegger, Placement Director, Room 213, Illinois Hall. Tel. BL 5-1161. Oct. 10, 1957.

**Grinnell College — Grinnell, Iowa**

Dr. G. L. Thornton, Director of Placement, Administration Bldg. Tel. Belmont 6-3121 Ext. 247. Jan. 13, 1958.

**Iowa State College — Ames, Iowa**

Prof. R. M. Vifquain, Agricultural Personnel Officer; L. R. Hillyard, Agricultural and Mechanical Arts Personnel Officer.

**Iowa State Teachers College — Cedar Falls, Iowa**

Dr. Raymond J. Schlicher, Director, College Placement Bureau, Administration Bldg. Tel. Colfax 6-1721 Ext. 84 or 213. Jan. 10, 1958.

**Iowa Wesleyan College — Mt. Pleasant, Iowa**

G. B. Ferrell, Director of Placement. Tel. 720. Feb. 1, 1958.

**Loras College — Dubuque, Iowa**

Rev. William D. O'Brien, Assistant to the President, Keane Hall. Tel. 2-5481.

**Luther College — Decorah, Iowa**

C. G. Kloster, Placement Director, Room 24, Main Bldg. Feb. 1, 1958.

**Morningside College — Sioux City, Iowa**

Miles Tommerraasen, Dean of Men. Tel. 6-7321. Throughout year.

**St. Ambrose College — Davenport, Iowa**

John F. McGuire, Placement Director, Administration Bldg., 518 West Locust St. Tel. 3-3677. Oct. 15, 1957.

**State University of Iowa — Iowa City, Iowa**

Helen M. Barnes, Coordinator of Placement Services, Room 107 University Hall. Tel. 8-0511 Ext. 2635. Oct. 30; Prof. Wayne Deegan, Coordinator of Placement (College of Engineering), Room 122 Engineering Bldg. Tel. 8-0511 Ext. 2013.

**Upper Iowa University — Fayette, Iowa**

Dean Harold I. Woolard, Director of the Placement Bureau.

**Wartburg College — Waverly, Iowa**

Mattie K. Harms, Director of Placement, Luther Hall. Tel. 1404.

**KANSAS**

**Baker University — Baldwin, Kans.**

Leon A. Willgus, Placement Director. Tel. 160. Nov. 1, 1957.

**Bethany College — Lindsborg, Kans.**

Mildred Holmberg, Placement Officer. Tel. 313.

**Fort Hays Kansas State College — Hays, Kans.**

Ethel V. Artman, Director, Placement Service, Picken Hall. Tel. MA 4-5611 Ext. 57. Nov. 15, 1957.

**Kansas State College — Manhattan, Kans.**

Chester E. Peters, Director of Placement, Anderson Hall, Room 3. Tel. PR 6-8811 Ext. 467. Oct. 14, 1957.

**Kansas State Teachers College — Emporia, Kans.**

Alex A. Daughtry, Director, Placement Bureau and Field Services, Administration Bldg. Tel. 2800 Ext. 36. Dec. 1, 1957.

**Kansas State Teachers College — Pittsburg, Kans.**

Dr. L. L. Tracy, Director of Placement and Field Services, Russ Hall 217, 1701 S. Broadway. Tel. 765. Jan. 6, 1958.

**Kansas Wesleyan University — Salina, Kans.**

C. E. Taylor, Director, University Services, 101 Pioneer Hall. Tel. TA 7-5541. Throughout year.

# DIVERSIFIED B&W ENGINEERING PUTS GROWTH IN YOUR FUTURE

**every activity at B&W  
Emphasizes Engineering**



When you plan your professional career with B&W you are not restricted to any special phase of engineering. You can select in advance the pattern you wish to follow, or develop it as you progress, working side by side, from the beginning, with engineers. **BROAD QUALIFICATIONS AND TRAINING** are more important than your specific degree. Professional development and personal advancement can be yours in management, sales, manufacturing, quality control, field erection and service, research, development and design.

**B&W PRODUCTS AND ACTIVITIES** serve almost every industry. Ask any member of your engineering faculty about B&W's engineering, business, and financial reputation.

For details on what your future can be with B&W, write for "Opportunities with Babcock & Wilcox," the Babcock & Wilcox Company, Student Training Department, 161 East 42nd Street, New York 17, N. Y. Or ask your placement office for a copy when you talk to him about an interview with B&W representatives on your campus.

*Send for your copy of*

**"Opportunities with Babcock & Wilcox."**



PE-8

**McPherson College — McPherson, Kans.**

Merlin L. Frantz, Director of Placement. Tel. 10. Oct. 1, 1957.

**Mount St. Scholastica College — Atchison, Kans.**

Sister Imogene Baker, O.S.B., Dean, Tel. 328. Feb. 1958.

**Ottawa University — Ottawa, Kans.**

Dr. Roy W. Browning, Sr., Dean of Education Studies and Director of Placement, Administration Bldg. Tel. 511. Oct. 1, 1957.

**St. Mary College — Xavier, Kans.**

Sister Thomas Aquinas, Director of Placement. Tel. (Leavenworth) MU 2-5151. Throughout year.

**Southwestern College — Winfield, Kans.**

Wm. W. Monypeny, Director, Admissions and Placement, Christy Administration Bldg. Tel. 1890. Oct. 1, 1957.

**University of Kansas — Lawrence, Kans.**

School of Business. Arno F. Knapper, Director, Business Placement Bureau, 214 Strong Bldg. Tel. Viking 3-2700 Ext. 451. Oct. 1, 1957.

School of Engineering and Architecture. John S. McNown, Dean, 111 Marvin Hall. Tel. Viking 3-2700 Ext. 217. Sept. 30, 1957.

**University of Wichita — Wichita, Kans.**

Mrs. Ralph Graham, Supervisor, Alumni-Student Employment Bureau, 113 Jardine Hall. Tel. MU 3-7561 Ext. 301.

**Washburn University of Topeka — Topeka, Kans.**

James M. Young, Director of Placement, Morgan Hall, Room 110, 17th and College Ave. Tel. 5-5341. Oct. 1, 1957.

**KENTUCKY**

**Bellarmine College — Louisville 5, Ky.**

G. E. Hamilton, Director of Public Relations, 2000 Norris Place. Tel. Hi 5613. Oct. 1, 1957.

**Berea College — Berea, Ky.**

Norris B. Woodie, Alumni Secretary. Tel. 27. Oct. 1, 1957.

**Centre College of Kentucky — Danville, Ky.**

Dr. LeRoy W. Ullrich, Dean of Students and Placement Officer, Old Main Bldg, Walnut St. Tel. 1900 Ext. 39. Oct. 1957.

**Eastern Kentucky State College — Richmond, Ky.**

D. J. Carty, Director, In-Service Education, Administration Bldg. Tel. 1775. Oct. 1957.

**Georgetown College — Georgetown, Ky.**

J. Foley Snyder, Placement Officer.

**Kentucky Wesleyan College — Owensboro, Ky.**

E. W. Ockerman, Dean of Student Affairs, Student Union Bldg. Tel. MU 3-0898. Oct. 25, 1957.

**Morehead State College — Morehead, Ky.**

Monroe Wicker, Director of College Services, Allie Young Hall. Tel. 328. Sept. 1957.

**Murray State College — Murray, Ky.**

M. O. Wrather, Director of Placement, Room 19. Tel. 740 Ext. 17. Dec. 2, 1957.

**Nazareth College — Louisville 3, Ky.**

Sister Mary Ransom, Dean, 851 S. Fourth St. Tel. VU 7-6087. Oct. 1, 1957.

**Transylvania University — Lexington, Ky.**

Dr. A. B. Crawford, Head, Division of Education, McAlister Auditorium. Tel. 4-2431. Jan. 1958.

**Union College — Barbourville, Ky.**

Mrs. E. S. Bradley, Placement Secretary, Administration Bldg. Tel. 168. September 1957.

**University of Kentucky — Lexington, Ky.**

Mrs. D. C. Kemper, Director, Placement Service, Administration Bldg. Tel. 2-2200 Ext. 2278. Oct. 9, 1957.

**University of Louisville — Louisville 8, Ky.**

Doris Drury, Director of University Placement Services, Education Bldg. Tel. Melrose 7-2531. Nov. 1, 1957; Prof. Stanley E. Fisher, Head, Cooperative Department and Placement, Speed Scientific School (Engineers). Tel. Melrose 7-2531 Ext. 251. Jan. 13, 1958.

**Villa Madonna College — Covington, Ky.**

Mary Farrell, Placement Director, 116 E. Twelfth St. Tel. CO 1-6400. Jan. 1958.

**Western Kentucky State College — Bowling Green, Ky.**

Mrs. Grace Overby, Placement Officer, Administration Bldg. Tel. Victor 3-4334 Ext. 4. Jan. 1958.

**LOUISIANA**

**Centenary College of Louisiana — Shreveport, La.**

Charles A. Hickox, Dean of Students, Administration Bldg. Tel. 8-2431. Oct. 1, 1957.

**Grambling College — Grambling, La.**

Dr. L. W. Oliver, Director of Placement.

**Louisiana Polytechnic Institute — Ruston, La.**

Dr. Elenora A. Cawthon, Director, Department of Placement and Service, Dramatic Arts Bldg. Tel. ALpine 5-2750 Ext. 263. Oct. 7, 1957.

**Louisiana State University — Baton Rouge, La.**

Mrs. Donald E. Stanford, Placement Secretary, College of Arts and Sciences, Room 240, Allen Hall. Tel. PX 2220. Oct. 1957.

**Loyola University — New Orleans, La.**

College of Arts and Sciences. Rev. E. A. Doyle, S. J., Director of Placements, 6363 St. Charles Ave. Tel. UN 6-5471. Oct. 1957.

College of Business Administration. Rev. J. A. Butt, S.J., Regent and Placement Director, 6363 St. Charles Ave. Tel. UN 6-5471. Oct. 1, 1957.

# Opportunities for college graduates in Tailor-Made Packaging

Virtually every U.S. industry is dependent on packaging and Continental Can Company's diversified list of products makes it a leader in the field. Established in 1905, Continental as one of the 35 largest corporations has approximately 55,000 employees. Continental Can has more than 140 plants in the U.S., Canada and Cuba, plus 20 field research laboratories and more than 100 sales offices.

## PRODUCTS

- FIBRE DRUMS
- CROWNS & CORK PRODUCTS
- PAPER CONTAINERS
- FLEXIBLE PACKAGING
- DECORATED HOUSEWARE
- PLASTIC BOTTLES
- STEEL CONTAINERS
- BONDWARE
- "VAPOR-VACUUM" CLOSURES
- GLASS CONTAINERS
- SHIPPING CONTAINERS
- FOLDING CARTONS
- MACHINERY FOR CAN-MAKING
- DECORATIVE PLASTIC LAMINATES
- METAL CANS

## POSITIONS For TECHNICAL GRADUATES:

*M*ANUFACTURING: equipment design and development; research and development; production engineering; production control; quality control; industrial engineering; equipment manufacturing. Previous experience desirable for Technical training programs.

## NON-TECHNICAL GRADUATES:

*S*ALES; accounting; credit; finance; industrial relations; purchasing; production control; quality control; production (manufacturing).

## METHOD OF TRAINING:

*I*n most departments an intensive, time-scheduled program of up to two years is followed. In others, graduates receive initial training for a particular job opening. Objective: to develop future supervisors and managers. It is desirable for the applicant to be willing to relocate.

## LOCATIONS: (Principal Offices)

Head Office .....	New York, N.Y.
Metal Operations	
Eastern Division .....	New York, N.Y.
Central Division .....	Chicago, Ill.
Pacific Division .....	San Francisco, Cal.
Glass & Plastics Operations	
Hazel-Atlas Division .....	Wheeling, West Va.
Crown & Cork Division .....	Wilmington, Del.
Shellmar-Betner Division .....	Mt. Vernon, Ohio
White Cap Company .....	Chicago, Ill.
Robert Gair Paper Products Group	
Fibre Drum & Corrugated Box Division .....	New York, N.Y.
Container Board & Kraft Paper Division .....	New York, N.Y.
Boxboard & Folding Carton Division .....	New York, N.Y.
Paper Container Division .....	Newark, N.J.

*George V. Grune, Director of College Relations*

**CONTINENTAL**  **CAN COMPANY**

100 East 42nd Street, New York 17, N. Y.

College of Pharmacy. John F. McCloskey, Dean, 6363 St. Charles Ave. Oct. 1, 1957.

**McNeese State College — Lake Charles, La.**

W. C. Johnson, Director of Student Placement. Tel. GR 7-2520 Ext. 220. Oct. 1, 1957.

**Northwestern State College — Natchitoches, La.**

Leroy S. Miller, Director, Placement Bureau, Caldwell Hall. Tel. 5571 Ext. 334. Throughout the year.

**St. Mary's Dominican College — New Orleans 18, La.**

Sister Mary Vincent, O.P., Dean, 7214 St. Charles Ave. Tel. UN 1-1741. Aug. 15, 1957.

**Southeastern Louisiana College — Hammond, La.**

Dr. L. E. Chandler, Dean, Division of Student Life, College Station. Oct. 1, 1957; Dr. William M. Rigdon, Director of Teacher Training, Education Bldg., P.O. Box 149 College Station. Throughout the year.

**Southwestern Louisiana Institute — Lafayette, La.**

B. H. Tobin, Director of Placement, No. 2 Martin Hall, P.O. Box 585 SLI Station. Tel. CE 4-7321 Ext. 208. Oct. 1, 1957.

**Tulane University — New Orleans, La.**  
Mrs. Robert G. Cossey, Placement Office Secretary, 23 McAlister Place.

**Xavier University of Louisiana — New Orleans 25, La.**

Julian Parker and Raymond Floyd, Co-Directors of Placement, Palmetto and Pine Sts. Tel. Audubon 6646.

## MAINE

**Bates College — Lewiston, Maine**

Dr. L. Ross Cummins, Director of Guidance and Placement, Chase Hall. Tel. 4-8731. Feb. 5, 1958.

**Bowdoin College — Brunswick, Maine**

S. A. Ladd, Jr., Director of Placement, Banister Hall. Tel. Parkview 9-3882. Jan. 7, 1958.

**Colby College — Waterville, Maine**

Earle A. McKeen, Director of Placement, Mayflower Hill. Tel. Tr 2-2791. Jan. 1, 1958.

**Farmington State Teachers College — Farmington, Maine**

Mrs. Marie P. Kearney, Registrar. Jan. 30, 1958.

**University of Maine — Orono, Maine**

Philip J. Brockway, Placement Director, 104 East Annex. Tel. Orono 6-4441 Ext. 332. Dec. 2, 1957.

## MARYLAND

**College of Notre Dame of Maryland — Baltimore 10, Md.**

Miss M. M. Toole, Personnel Director, North Charles St.

**Goucher College — Towson 4, Baltimore, Md.**

Dorothy L. Arnold, Vocational Director, Van Meter Bldg. Tel. VAlley 5-3300. Oct. 1, 1957.

**Hood College — Frederick, Md.**

Mary Grace Helfenstein, Director of Placement, Alumnae Hall. Tel. MO 3-3131.

**Johns Hopkins University — Baltimore 18, Md.**

J. Lyon Rogers, Director of Placement, 200 Whitehead Hall, Charles and 34th Sts. Tel. HOPkins 7-3300 Ext. 207. Nov. 1957-Ph.D., Dec. 1957—all degree levels.

**Loyola College — Baltimore 10, Md.**

Rev. George S. Smardon, S.J., Director of Placement, Library Bldg., 4501 North Charles St. Tel. CH 3-1020. Feb. 1958.

**Morgan State College — Baltimore 12, Md.**

J. Percy Bond, Director, Admissions and Placement, Holmes Hall, Room 13. Tel. Clifton 4-6870 Ext. 54.

**Mount St. Mary's College — Emmitsburg, Md.**

Gerald C. Orosz, Assistant Professor of Education and Placement Director. Tel. 7-4096. Nov. 1957.

**St. Joseph College — Emmitsburg, Md.**

Sister Geraldine Shanahan, Director of Vocational Guidance and Placement. Tel. Hillcrest 7-3111 Ext. 7. Jan. 1958.

**University of Baltimore — Baltimore 1, Md.**

Professor John R. Spellissy, Placement Director, 1420 N. Charles St. Tel. Sa 7-6350. Feb. 1958.

**University of Maryland — College Park, Md.**

Lewis M. Knebel, Assistant Dean of Men in Charge of Placement, Administration Bldg. WA 7-3800. Ext. 411. Nov. 1, 1957.

**Washington College — Chestertown, Md.**

James L. Bowers, Director of Placement. Tel. 780. Jan. 13, 1958.

**Western Maryland College — Westminster, Md.**

William M. David, Jr., Director of Placement. Tel. Tilden 8-7000. Feb. 10, 1958.

**Woodstock College — Woodstock, Md.**

Edward J. Sponga, President. Tel. Davis 8-2101.

## MASSACHUSETTS

**American International College — Springfield, Mass.**

William W. Turner, Director of Placement, Mallary Hall, 144 Wilbraham Road. Tel. Republic 7-5331 Ext. 38. Feb. 5, 1958.

**Amherst College — Amherst, Mass.**

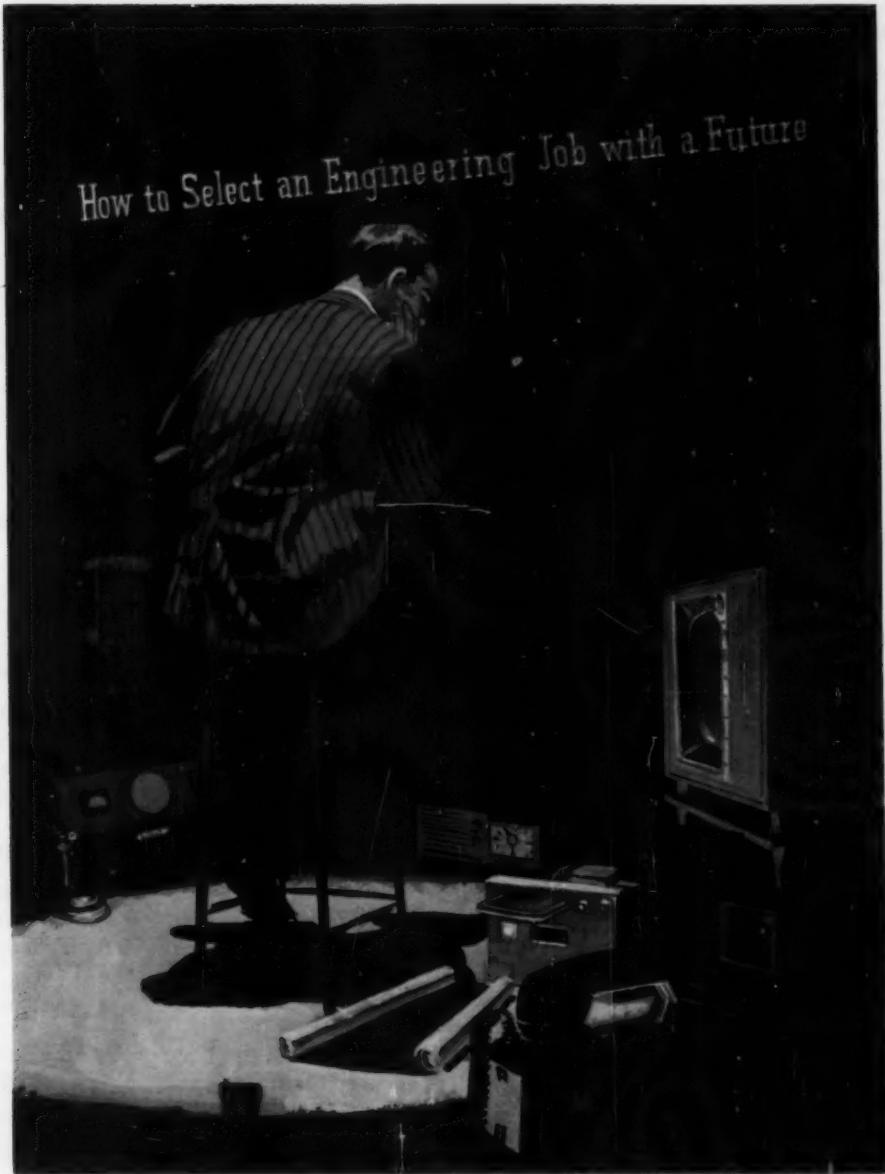
J. Alfred Guest, Secretary of Alumni Council, Box 549, Walker Hall. Tel. ALpine 3-3088. Jan. 4, 1958.

**Assumption College — Worcester 9, Mass.**

John P. Dufault, Admissions Officer, 500 Salisbury St. Tel. PLeasant 2-5615. Oct. 1, 1957.

**Babson Institute of Business Administration — Babson Park 57, Mass.**

Everett W. Stephens, Director of Placement, Administration Bldg. Tel. Wellesley 5-1200. Jan. 8, 1958.



We at Motorola deeply appreciate the cooperation, counsel, and constructive help given us by America's College Placement Officers. Joining us in this expression of thanks are the many able young engineers you have guided to our technical staffs in Chicago, in Phoenix, Arizona, and in Riverside, California.

We will continue to provide these new members of our organization with the widest range of opportunities for professional growth and achievement . . . coupled with satisfying material rewards.

We ask for your continued support in recruiting electronic engineers with the desire to "go places". We pledge our most sincere efforts to provide them with engineering jobs that have unusually bright futures.



**MOTOROLA, inc**

L. B. WRENN, ENGINEERING PERSONNEL MANAGER  
4501 AUGUSTA BOULEVARD, CHICAGO 51, ILLINOIS

**Bentley School of Accounting and Finance — Boston, Mass.**

Philip S. Gardner, Director of Senior Placement, 921 Boylston St. Tel. Kenmore 6-8982. Jan. 2, 1958.

**Boston College — Newton, Mass.**

George Donaldson, Director of Vocational Guidance and Placement, Alumni Hall, 74 Commonwealth Ave. Tel. De 2-3200. Oct. 15, 1957.

**Boston University — Boston, Mass.**

Prof. Norman H. Abbott, Director; C. J. Blackington, Senior Placement—Men; Emaline L. Kelly, Women's Placement; 308 Bay State Road. Tel. Copley 7-2100. Dec. 1, 1957.

**Bradford Durfee College of Technology — Fall River, Mass.**

Walter E. Marston, Director of Placement, 64 Durfee St. Tel. OS 8-8301. Sept. 30, 1957.

**Brandeis University — Waltham, Mass.**

Natica Bates, Student Employment Counselor, Ford Hall. Tel. TW 4-6000. Jan. 3, 1958.

**Burdett College — Boston, Mass.**

Mrs. Lois K. Jones, Placement Director, 160 Beacon St. Tel. Copley 7-7435. March 1958.

**Clark University — Worcester, Mass.**

Dr. James Madison Coffee, Director of Guidance and Placement, 950 Main St. Tel. PL 6-1525. Oct. 15, 1957.

**Eastern Nazarene College — Wollaston, Mass.**

J. R. Naylor, Director of Personnel Bureau.

**Emerson College — Boston 16, Mass.**

Mrs. Alice C. Gallo, Placement Director, 130 Beacon St. Tel. KEnmore 6-3340. Nov. 4, 1957.

**Emmanuel College — Boston, Mass.**

Rose M. Mullin, Director of Placement, 400 The Fenway. Tel. LO 6-2217. Sept. 1957.

**Gordon College — Beverly Farms, Mass.**

Mrs. F. LaDelle Milo, Director of College Placement. Tel. Walker 7-0597.

**Harvard Graduate School of Business Administration — Boston 63, Mass.**

D. G. Folts, Director of Placement (Student), 231 Baker Library. Tel. KIrklan 7-9800. Jan. 27, 1958; Mrs. Erling Auerdahl, Alumni Placement, Soldiers Field. Tel. KIrklan 7-9800. Feb. 1, 1958.

**Harvard University — Cambridge, Mass.**

Thomas E. Crooks, Director, Office of Student Placement, 54 Dunster St. Tel. KIrklan 7-7600 Ext. 641. Nov. 1, 1957.

**Holy Cross College — Worcester 10, Mass.**

Frank Gallagher, Director of Placement, Fenwick Bldg. Tel. PL 2-6761. Jan. 6, 1958.

**Lesley College — Cambridge, Mass.**

Catherine Welch, Assistant Dean, 29 Everett St. Tel. KI 7-2218. Oct. 1957.

**Lowell Technological Institute — Lowell, Mass.**

James W. Bell, Director, Placement Bureau, Cumnock Hall. Tel. GLenview 4-7811. Feb. 3, 1958.

**Massachusetts College of Pharmacy — Boston 15, Mass.**

Leslie M. Ohmart, Director of Placement Bureau, 179 Longwood Ave. Feb. 1958.

**Massachusetts Institute of Technology — Cambridge, Mass.**

Thomas W. Harrington, Placement Officer, Room 1-173. Tel. UN 4-6900 Ext. 733. Oct. 14, 1957.

**Merrimack College — North Andover, Mass.**

Simeon E. LeGendre, Jr., Placement Director, Cushing Hall. Tel. Murdoch 3-7111. Oct. 15, 1957.

**Mount Holyoke College — South Hadley, Mass.**

Helen M. Voorhees, Director of the Appointment Bureau, Mary Lyon

Hall. Tel. Holyoke 8-8211 Ext. 221. Jan 9, 1958.

**New Bedford Institute of Technology — New Bedford, Mass.**

Prof. Clifford N. Beck, Director of Placement, Technology Center. Tel. Wyman 6-8291. Nov. 1, 1957.

**Northeastern University — Boston, Mass.**

Roy L. Wooldridge, Director of Co-operative Work and Placement; Thomas J. McEneaney, Senior and Alumni Placement; 360 Huntington Ave. Tel. COpley 7-6600. Dec. 9, 1957.

**Radcliffe College — Cambridge, Mass.**

Mary Albro, Director, The Appointment Bureau, 10 Garden St. Tel. UN 4-8100. Feb. 4, 1958.

**Regis College — Weston 93, Mass.**

Mrs. Margaret E. McCulloch, Director of the Appointment Bureau, 235 Wellesley St. Tel. TWinbrook 3-1112. Feb. 17, 1958.

**Simmons College — Boston 15, Mass.**

Anna M. Hanson, Director of Placement, 300 The Fenway. Tel. Longwood 6-7400. Feb. 6, 1958.

**Smith College — Northampton, Mass.**

Alice Norma Davis, Director, Vocational Office, College Hall. Tel. Justice 4-2700 Ext. 425 or 443. Feb. 3, 1958.

**Springfield College — Springfield 9, Mass.**

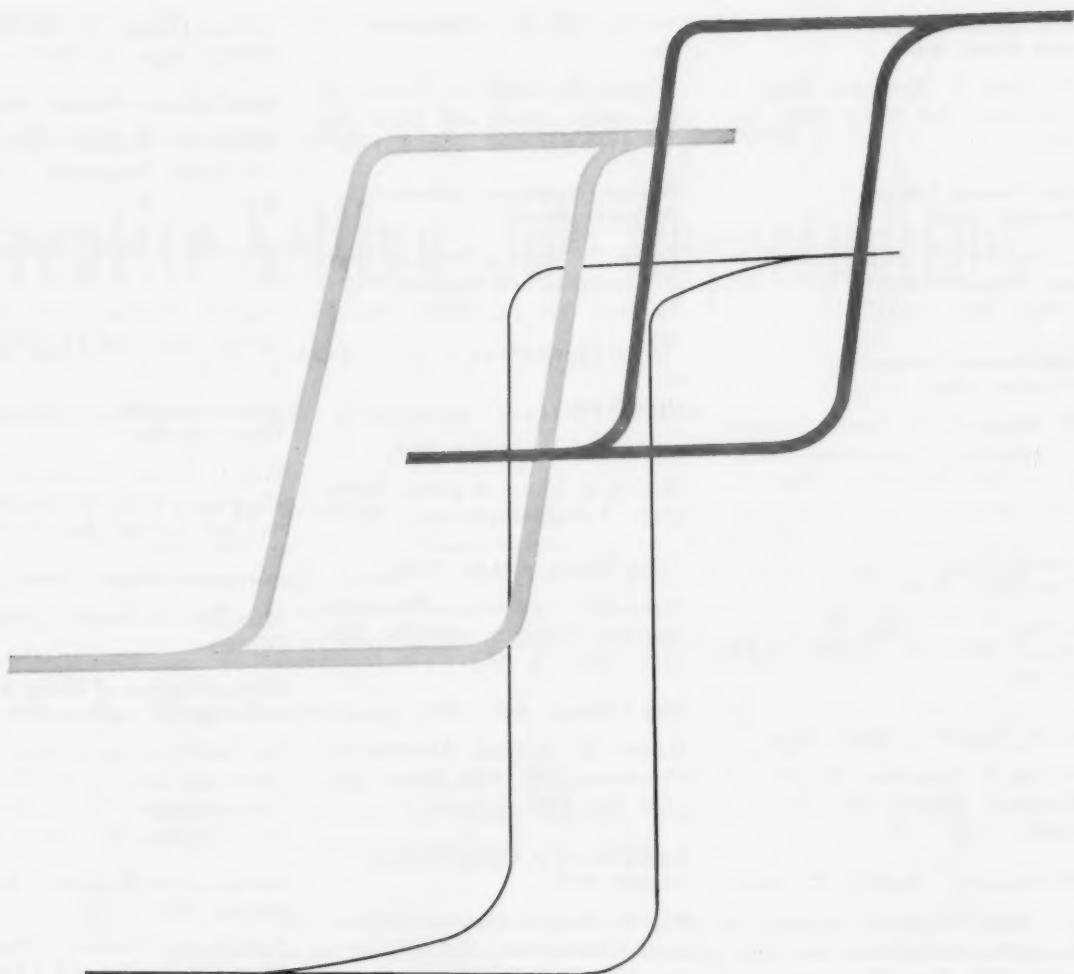
Howard H. MacMullen, Director of Placement, Alden St. Tel. RE 2-5121. Jan. 10, 1958.

**State Teachers College — Bridgewater, Mass.**

Balfour S. Tyndall, Director of Student Teaching. Tel. Owen 7-4422. Jan. 1958.

**State Teachers College — Framingham Center, Mass.**

Dr. Constance B. Jordan, Head, Home Economics Department, State St. Tel. Tr. 2-3501. Jan. 1958.



You are looking at symbols which may be foreign to you as a placement director. Ask your electrical engineering or physics department, and they will identify them as hysteresis loops. Ask us, and we will tell you they represent a science which today is engaging some of the best young brains in America.

As pioneers in this science called "magnetics," we have unusual opportunities for particularly bright and ambitious students. Because our field is comparatively new . . . because our future is so broad . . . the road to the top can be a short one . . . is certain to be an exciting one.

The products evolving from our laboratories are, even today, causing a revolution in industry, re-defining the science of electronics by replacing the vacuum tube. Our products last virtually forever, require no maintenance, no care. Their uses have barely been explored.

We'd like to help you counsel your students about opportunities in this field. We shall be happy to send you full information if you will write Mr. Keith Krewson, Manager of Personnel, Magnetics, Inc., Butler 6, Pa.



**State Teachers College —  
North Adams, Mass.**

Dr. John J. Komorek, Head of Education. Tel. MO 2-2251. Jan. 1958.

**State Teachers College —  
Westfield, Mass.**

J. Vey Merrill, Director of Training, Upper Western Ave. Tel. 2-9906. Oct. 1, 1957.

**State Teachers College —  
Worcester, Mass.**

Dr. Elizabeth V. Foster, Director of Laboratory Experiences, Chandler St. Tel. PL 6-5121. Sept. 16, 1957.

**Stonehill College —  
North Easton, Mass.**

Herbert A. Wessling, Placement Officer. Tel. Cedar 8-2100. Sept. 23, 1957.

**Suffolk University — Boston, Mass.**

Donald P. Woodrow, Director of Placement, Beacon Hill. Tel. CA 7-1040. Nov. 1, 1957.

**Tufts University — Medford 55, Mass.**

Mrs. Viola Saltmarsh, Director of Placement, Ballou Hall. Tel. Prospect 6-2100 Ext. 214. Nov. 4, 1957.

**University of Massachusetts —  
Amherst, Mass.**

Emory E. Grayson, Director of Placement Service, Administration Bldg., South College. Tel. AI 3-3411. Dec. 9, 1957.

**Wellesley College — Wellesley 81,  
Mass.**

Mrs. Joan Fiss Bishop, Director of Placement, Green Hall. Tel. WE 5-0320. Feb. 10, 1958.

**Wheaton College — Norton, Mass.**

Ruth M. Bucknam, Placement Director, Student Alumnae Bldg. Tel. Atlas 5-7722. Feb. 3, 1958.

**Wheelock College — Boston 15, Mass.**

Bertha Stone, Director of Placement, 132 Riverway. Tel. AS 7-7050.

**Williams College — Williamstown,  
Mass.**

Manton Copeland, Jr., Director of Placement, Hoxie and Main Sts. Tel. 1480 Ext. 292. Feb. 3, 1958.

**Worcester Polytechnic Institute —  
Worcester, Mass.**

Ernest W. Hollows, Assistant Dean of Admissions and Students, Boynton Hall. Tel. PL 3-1411. Dec. 2, 1957.

**MICHIGAN**

**Adrian College — Adrian, Mich.**

Mrs. M. C. Miller, Registrar, North Hall. Tel. Co 5-6147. Feb. 1958.

**Albion College — Albion, Mich.**

Mrs. Lynn Mallory, Placement Secretary, Administration Bldg. Tel. 3977. Nov. 12, 1957.

**Alma College — Alma, Mich.**

Harlan R. McCall, Director of Placement, 101 Old Main. Tel. 1520. Dec. 1957.

**Central Michigan College — Mount  
Pleasant, Mich.**

Paul M. Winger, Director of Placement, Central Hall. Tel. SP 36-851 Ext. 391. Feb. 15, 1958.

**Cleary College — Ypsilanti, Mich.**

Miss J. Hall, Placement Director. Tel. HUNter 3-4400. Nov. 1957.

**Detroit Institute of Technology —  
Detroit 26, Mich.**

Dr. T. Luther Purdom, Director of Counseling Services, 131 East Adams. Tel. WO 2-6132. Dec. 1, 1957.

**Eastern Michigan College —  
Ypsilanti, Mich.**

Richard Nisbet, Assistant Director of Placement, Pierce Hall. Tel. HUNter 2-3800 Ext. 341. For January Graduates Nov. 11, 1957; For June-August Graduates March 10, 1958.

**Hillsdale College — Hillsdale, Mich.**

Dean Robert Hendee, Director of Student Personnel, Central Hall,

33 East College St. Tel. HEmlock 7-7341. Sept. 19, 1957.

**Hope College — Holland, Mich.**

Albert H. Timmer, Director of Vocational Placement. Tel. EX 6-4611.

**Kalamazoo College — Kalamazoo,  
Mich.**

Paul E. Collins, Dean of Men, Bowen Hall. Tel. FI 3-1551. Jan. 10, 1958.

**Lawrence Institute of Technology —  
Detroit 41, Mich.**

Wm. C. Burke, Director of Student Placement, 21000 W. Ten Mile Rd. Tel. KE 5-5050. Jan. 15, 1958.

**Marygrove College — Detroit, Mich.**

Miss Delores Nicholson, Placement Director.

**Michigan College of Mining &  
Technology — Houghton, Mich.**

Dr. Leo F. Duggan, Dean of Students and Director of Placement, Administration Bldg. College Ave. Tel. 2300 Ext. 287. Jan 6, 1958.

**Michigan State University — East  
Lansing, Mich.**

Jack Breslin, Director of Placement, Morrill Hall. Tel. Ed 2-1511 Ext. 2442. Oct. 14, 1957.

**Northern Michigan College —  
Marquette, Mich.**

Dr. W. C. Hoppes, Director of Training and Placement. Tel. CA 6-7584 Ext. 45. March 1, 1958.

**Siena Heights College — Adrian, Mich.**

Sister Mary Dorothy, O.P., Dean. Tel. Colfax 5-7371. Nov. 1, 1957.

**University of Detroit — Detroit, Mich.**

D. C. Hunt, Director, Coordination and Placement, 118 Engineering Bldg., Uptown Campus. Tel. UN 2-6000. Feb. 19, 1958.

**University of Michigan — Ann Arbor,  
Mich.**

Dr. H. Glenn Ludlow, Director, Bureau of Appointments & Occupational Information, 3528 Administration Bldg. Tel. NO 3-1511 Ext. 3371. Oct. 7, 1957.

A Business serving **ALL** business offers --

# Creative-Selling Job Opportunities

to graduates seeking immediate  
and long-range career potentials

- ▷ **The Industry.** Business forms and systems are a major industry . . . serving large and small business in every type of industry. Automation of data processing has created increasing demands for more efficient forms-systems that speed operations and cut costs . . . a multi-million dollar market. Seasonal fluctuations and individual industry slumps seldom affect volume because ALL businesses are consumers of our products.
- ▷ **The Company.** Moore Business Forms, Inc.,—founded in 1882—is the world's largest manufacturer of business forms and systems. Over 300 offices and plants across the U. S. and Canada serve our customers. Offices are located in all major cities. Sales in 1956 exceeded \$114,000,000 with sales volume continuing to rise. Over 34% of Moore's sales force has been employed 10 years or more.
- ▷ **The Job.** Each customer's form-system problem requires an analysis of each operation—and the ability to plan a more efficient system. Form design specialists, automated data processing experts and systems analysts aid in producing the exact system needed. The sales presentation requires creativeness . . . and continued service to customers builds a lucrative repeat business for our sales personnel.
- ▷ **Company Benefits.** Hospitalization—insurance—retirement plans—plus immediate and potential earnings well above average. Continuous training programs in home office and field are an important part of our program. Every sales executive in field and home office was promoted from within our own organization. Our planned expansion for the next 25 years offers definite future for sales trainees.
- ▷ **Who Is Qualified?** Graduates with liberal arts, business, administrative or accounting backgrounds are well qualified for sales positions with Moore. Detailed facts about Moore, its market, products, potential growth, and job opportunities are available upon request.

**MOORE BUSINESS FORMS, INC.**

College Placement Department • Niagara Falls, N. Y.



**Wayne State University — Detroit 2, Mich.**

Merland A. Kopka, Director, Placement Services. Tel. TE 1-2995. Sept. 30, 1957.

## MINNESOTA

**Augsburg College — Minneapolis 4, Minn.**

Carl R. Hammarberg, Director of Placement, 707 21st Ave., South. Tel. Fe 8-0501 Ext. 12. Nov. 4, 1957.

**Bethel College — St. Paul 1, Minn.**

Clifford V. Anderson, Dean of Students. Tel. Mi 6-4501. Throughout year.

**Carleton College — Northfield, Minn.**

Dr. Leith Shackel, Director of Placement; Miss Jane Andrews, Director of Summer Placement; 106 Leighton Hall. Tel. Northfield 1050. Nov. 1, 1957.

**College of St. Benedict — St. Joseph, Minn.**

Constance Zierden, Director of Student Teaching.

**College of St. Catherine — St. Paul 5, Minn.**

Sister Catherine Ann, Placement Director, Randolph and Cleveland. Oct. 1957.

**College of St. Teresa — Winona, Minn.**

Sister M. Romana, Director of Placement Service, Room 104, St. Teresa Hall. Tel. 3384. Nov. 1, 1957.

**College of St. Thomas — St. Paul, Minn.**

Ray G. Mock, Director of Placement and Relations with Industry, 2115 Summit Ave. Tel. Midway 6-8881. Nov. 18, 1957.

**Concordia College — Moorhead, Minn.**

Carl R. Narveson, Director of Placement. Tel. 3-1304 Ext. 60. Dec. 1, 1957.

**Gustavus Adolphus College — St. Peter, Minn.**

J. D. Slarks, Director of Placement, Auditorium Bldg. Tel. 800. Nov. 4, 1957.

**Hamline University — St. Paul 1, Minn.**

Elizabeth Sibbald, Director of Student Placement, Social Science Bldg. Tel. Mi 6-4843. Oct. 21, 1957.

**Macalester College — St. Paul 5, Minn.**

Gladys H. Reutiman, Director of Placement, Main Bldg. Tel. Mi 9-1361. Nov. 1, 1957.

**Mankato State College — Mankato, Minn.**

Arden E. Hesla, Director of Placement. Tel. 8-1601. Oct. 3, 1957.

**Minneapolis School of Art — Minneapolis, Minn.**

Wilhelmus B. Bryan, Director of Placement, 200 East 25th St. Tel. FE 8-8759. Feb. 1, 1958.

**St. John's University — Collegeville, Minn.**

Thomas W. McKeown, Director of Placement Service. Tel. St. Joseph 2261. Nov. 19, 1957.

**St. Mary's College — Winona, Minn.**

Brother I. Patrick, F.S.C., Director of Placement. Tel. 2807. Feb. 1958.

**St. Olaf College — Northfield, Minn.**

Tillman M. Sogge, Director of Placement Bureau. Tel. 500 Ext. 235. Nov. 1, 1957.

**University of Minnesota**

School of Business Administration — Minneapolis 14, Minn. Mrs. Kathleen M. Anderson, Placement Manager, 105 Vincent Hall. Tel. FEDERAL 2-8158 Ext. 6682. Oct. 14, 1957.

Duluth Branch — Duluth 11, Minn. Willard E. Johnston, Coordinator of Placement, Office of Student Personnel Services, 140 Kirby Student Center. Tel. RA 4-8801 Ext. 268. Oct. 1957.

College of Science, Literature and the Arts — Minneapolis 14, Minn. Maxwell E. Alvord, Placement Consultant, 225 Johnston Hall. Tel. FEDERAL 2-8158 Ext. 7251. Oct. 15, 1957.

Institute of Technology — Minneapolis 14, Minn. Dean Elmer W. Johnson, Director of Placement, 133 Main Engineering Bldg. Tel. FEDERAL 2-8158. Oct. 14, 1957.

**Winona State College — Winona, Minn.**

Glenn E. Fishbaugher, Director of Teacher Training and Placement, Johnson and Sanborn. Tel. 5469.

## MISSISSIPPI

**Delta State College — Cleveland, Miss.**

Dean Forest Wyatt, Director of Placement, Broom Administration Bldg. Tel. 3-4961. Feb. 1, 1958.

**Jackson State College — Jackson, Miss.**

Lee E. Williams, Director of Placement. Sept. 9, 1957.

**Millsaps College — Jackson, Miss.**

J. E. McCracken, Dean of Students, Murrah Hall. Tel. 2-4458. March 1958.

**Mississippi College — Clinton, Miss.**

Dr. Guy C. Mitchell, Director, Bureau of Appointments. Tel. 5851. Feb. 1958.

**Mississippi Southern College — Hattiesburg, Miss.**

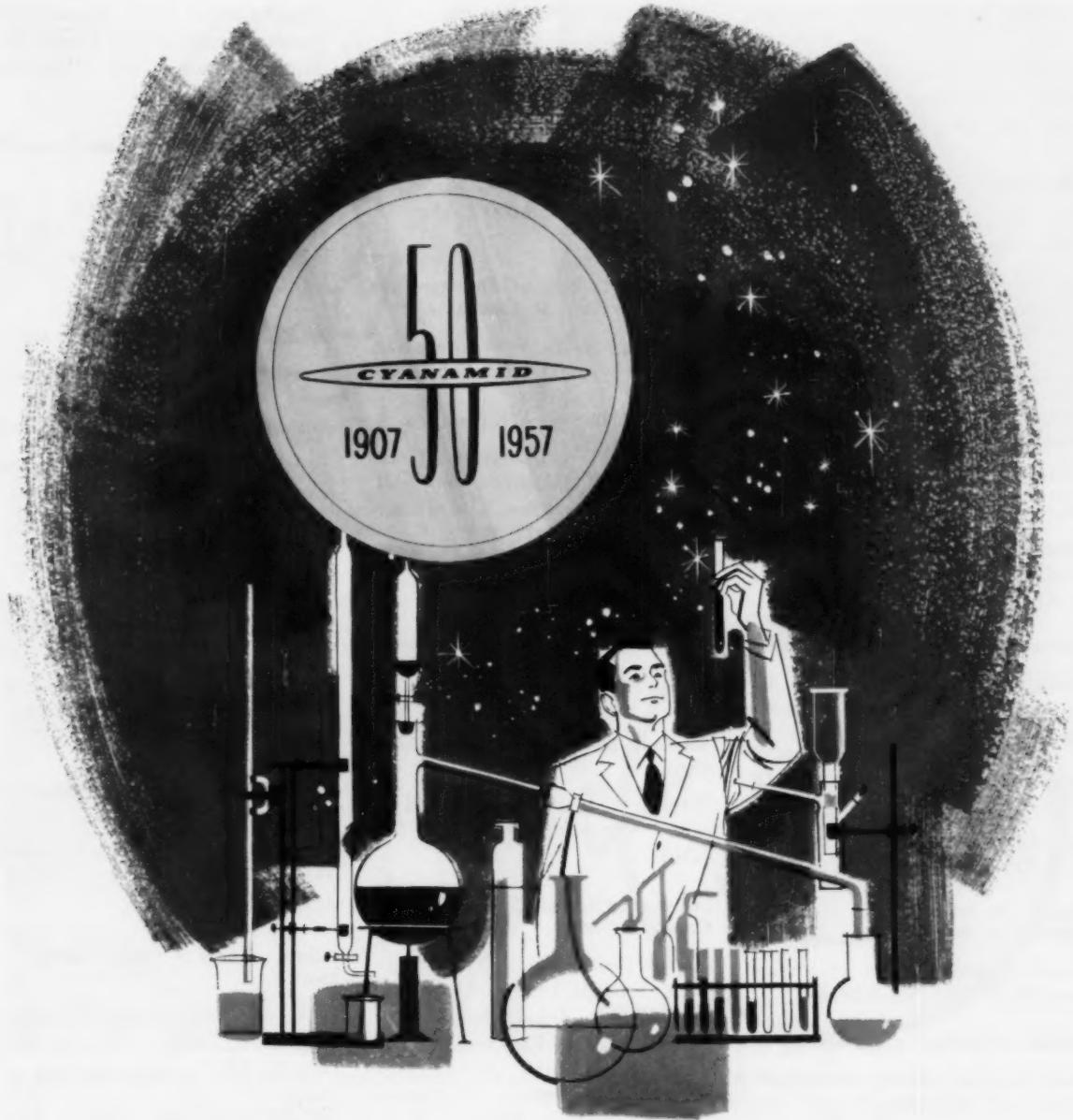
Dorothy Lenoir, Director of Placement, 2nd Floor Administration Bldg. (Box 14, Station A). Tel. 4-8411 Ext. 210. Oct. 1, 1957.

**Mississippi State College — State College, Miss.**

Robert S. Leshe, Placement Officer, (Box 277), Administration Bldg. Tel. 900 Ext. 241. Oct. 4, 1957.

**Tougaloo Southern Christian College — Tougaloo, Miss.**

Dr. S. C. Kinchloe, President. Tel. 6-3425. March 1958.



## A TIME TO LOOK FORWARD

The arrival at a fiftieth milestone is, we believe, a time for looking forward to new horizons rather than for dwelling on past accomplishments.

So we at Cyanamid are looking to the future, confident that the Company's growth to a position of leadership in the chemical industry provides a firm foundation on which to go forward in the years to come.

To meet the new challenges that lie ahead—in

research, product development, marketing and many other fields—requires imagination and enterprise. For people endowed with these talents we rely heavily on College Placement Officers, whose judgment and perception have proved to be one of our most valuable recruiting assets.

AMERICAN CYANAMID COMPANY, College Relations Office  
30 Rockefeller Plaza, New York 20, N. Y.

**CYANAMID**

**University of Mississippi — University, Miss.**

George M. Street, Placement Director, Placement Bldg. Tel. 700 Ext. 268. Oct. 1, 1957.

#### **MISSOURI**

**Central Missouri State College — Warrensburg, Mo.**

Dr. Irl A. Gladfelter, Director of Placement, Room 101, Administration Bldg. Tel. 627. Sept. 16, 1957.

**Culver-Stockton College — Canton, Mo.**

Dean Richard B. Mease, Director of Placement, Library Bldg. Tel. 46. Throughout year.

**Drury College — Springfield, Mo.**

Mrs. Virginia S. Ellsworth, Placement Secretary, Union Bldg. Tel. 4-0511.

**Fontbonne College — St. Louis 5, Mo.**

Blanche Ganahl, Director of Admissions, Big Bend and Wydown Blvd. July 1, 1957.

**Harris Teachers College — St. Louis 12, Mo.**

Dr. Glynn E. Clark, President, 5351 Enright Ave.

**Kansas City Art Institute — Kansas City, Mo.**

David L. Strout, Dean, 4415 Warwick Blvd. Tel. VA 1-2854.

**Lindenwood College — St. Charles, Mo.**

Mary Lichliter, Director of Guidance and Placement. Tel. RA 4-0660. Oct. 15, 1957.

**Missouri Valley College — Marshall, Mo.**

Wylie F. Steen, Director of Alumni Affairs and Placement. Tel. 2165.

**Northeast Missouri State Teachers College — Kirksville, Mo.**

Dr. Eli F. Mittler, Director, Baldwin Hall, Administration Bldg. Tel. MO 5-6284. Throughout year.

**Northwest Missouri State College — Maryville, Mo.**

Everett W. Brown, Director of Field Services. Tel. 928. Dec. 1957.

**Park College — Parkville, Mo.**

Chalcea White, Dean of Women. Tel. SK 1-2000 Ext. 33.

**Rockhurst College — Kansas City, Mo.**

Charles P. Cahill, S.J., Placement Officer. Tel. HI 4-6800. Oct. 15, 1957.

**St. Louis College of Pharmacy and Allied Sciences — St. Louis 10, Mo.**

Miss Leonora L. Bode, Registrar, 4588 Parkview Pl. Tel. FO 7-8700.

**St. Louis University — St. Louis, Mo.**

Charles J. Marino, Director of Placement and Nonacademic Personnel, 221 North Grand Ave. Tel. JEFFerson 5-3300. Oct. 14, 1957.

**Southeast Missouri State College — Cape Girardeau, Mo.**

Bertie Cleino, Director of Placement Service, Academic Hall. Tel. ED 5-3389. Jan. 1958.

**Southwest State College — Springfield, Mo.**

Wensey O. Marsh, Placement Director, Administration Bldg. Tel. 4-9101.

**University of Kansas City — Kansas City, Mo.**

George Fencil, Director of Placement, Student Union Bldg., 5100 Rockhill Rd. Tel. DELmar 3-7878 Ext. 40. Jan. 1, 1958.

**University of Missouri**

Columbia, Mo. William L. Brodshaw, Dean. Tel. Gibson 3-6607. Oct. 1, 1957.

College of Engineering — Columbia, Mo. Jack W. Morgan, Director of Engineering Placement. Tel. Gibson 2-4350. Oct. 8, 1957.

School of Mines and Metallurgy — Rolla, Mo. V. A. C. Gevercker, Assistant Dean, 102 Parker Hall. Tel. EMerson 4-2460. Oct. 1, 1957.

**Washington University — St. Louis 5, Mo.**

Corinne Brockmeier, Coordinator, Central Placement Office; Mrs.

Priscilla Alden Settle, Coordinator, Student Employment; Lindell and Skinker Blvd. Tel. PArkview 7-4700. Nov. 4, 1957.

**Webster College — Webster Groves 19, Mo.**

Elizabeth Halpin, Director of Admissions and Placement, 470 E. Lockwood. Tel. WO 1-4480. Oct. 1, 1957.

**Westminster College — Fulton, Mo.**

R. K. Ellis, Director of Placement

**William Jewell College — Liberty, Mo.**

E. W. Holzapfel, Dean of Students, Greene Hall. Tel. ST 1-3806.

#### **MONTANA**

**College of Great Falls — Great Falls, Mont.**

Sister Agnes Kathleen, Administrative Dean, 1618 3rd Ave. North. Tel. GL 3-9072. Sept. 16, 1957.

**Eastern Montana College of Education — Billings, Mont.**

Art E. Soulsby, Director, Teacher Placement Bureau. Tel. 2-6611. March 1958.

**Montana School of Mines — Butte, Mont.**

D. C. McAuliffe, Dean of College, Engineering Bldg. Tel. 2-9261. Oct. 11, 1957.

**Montana State College — Bozeman, Mont.**

John W. Breeden, Placement Director, Montana Hall Annex, Tel. JU 6-5411 Ext. 156. Oct. 10, 1957.

**Northern Montana College — Havre, Mont.**

Dr. James Ashbaugh, Dean, Student Personnel Services, Cowan Hall. Tel. 612. Feb 1, 1958.

**Western Montana College of Education Dillon, Mont.**

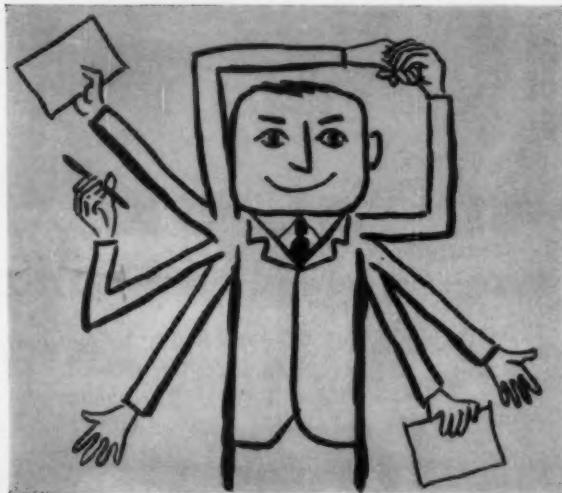
Evelyn Mikkelsen, Director, Placement Bureau. Tel. 250. Sept. 1957.



**THE JANUS** or two-way stretch personality. Makes an excellent claims adjuster because he can see both sides of a situation without being two-faced about it. These able fellows have the added faculty of being able to see where they have been and where they are going (which is plenty far if they work at The Home).



**KERMIT THE HERMIT** Lives reclusely. Resents backslappers but loves all kinds of figures—the perfect-36 type and the slide rule kind. Makes a wonderful accountant, statistician, or expense analyst. Our business is loaded with the decimals and digits this guy needs to keep him happy. Our main office and 70 branches are all real nice and modern, too.



**HANDSHAKER** Specially equipped by nature with all that it takes to be friendly. Very handy at helping people with their problems. Can keep several balls in the air at a time. As a combination of field representative, salesman and service man with a good insurance company, this fella can grab himself a fistful of future. In fact several.



**THE WELL-ROUNDED MAN** Not as much of a "type" as those other fellows and certainly not a square. Usually makes an excellent underwriter because he's at home in all kinds of circles. Likes to keep up with the changes that make our fast-moving business tick. Lots of opportunities at The Home for a chap like this to become a wheel.

## IT TAKES ALL KINDS...WE NEED ALL KINDS

Property and casualty insurance is an ever-changing but eminently stable business. Because it touches every social, cultural, commercial, and industrial facet of our modern living, it offers challenge and opportunity to many talents. Whether your forte is technical administration or dealing with people, you'll be at home with The Home—and you'll enjoy professional standing in work of real significance.

Consult your Placement Director or write for details about our Training Program now in progress in key cities coast-to-coast. If you're an undergraduate, ask about our Summer

Training Program and opportunities offered to get acquainted with the interesting fundamentals of our business. Address your inquiry to John H. Washburn, Assistant Vice President.

# THE HOME

FIRE • AUTOMOBILE • MARINE

*The Home Indemnity Company, an affiliate, writes Casualty Insurance, Fidelity and Surety Bonds*

*Insurance Company*

Home Office: 59 Maiden Lane, New York 8, N. Y.

## NEBRASKA

**Concordia Teachers College — Seward, Neb.**

Martin J. Maehr, Director of Placement. 920 North Columbia. Tel. 355 Ext. 18. Nov. 1957.

**Creighton University — Omaha 33, Neb.**

John P. Potter, Director of Placement, 25th and California Sts. Tel. JA 7400 Ext. 349. Sept. 30, 1957.

**Dana College — Blair, Neb.**

Dr. Charles D. Shipman, Director of Teacher Placement, Administration Bldg. Tel. 2660 or 3450. Sept. 15, 1957.

**Doane College — Crete, Neb.**

Dr. A. J. Nebelsick, Professor of Education. Tel. 5825.

**Midland College — Fremont, Neb.**

E. E. Prauner, Dean of Men. Tel. PA 1-5480. Oct. 1, 1957.

**Nebraska State Teachers College — Kearney, Neb.**

Del Danker, Director of Teacher Placement, Administration Bldg.

**Nebraska State Teachers College — Peru, Neb.**

Lee Lowenberg, Director of Placement, Administration Bldg. Tel. 4551. Nov. 1957.

**Nebraska State Teachers College — Wayne, Neb.**

M. A. Ochsner, Director, Placement, Bureau.

**Nebraska Wesleyan University — Lincoln 4, Neb.**

Dr. M. D. Evans, Chairman, Department of Education, 51st and St. Paul. Tel. 6-2371. Jan. 1958.

**Union College — Lincoln 6, Neb.**

L. W. Welch, Director of Placement. Tel. 4-2331. Jan 1, 1958.

**University of Nebraska — Lincoln 8, Neb.**

Dean J. P. Colbert, Chairman, Committee on Occupational Placement, Ellen Smith Hall. Tel. 2-7631 Ext. 4112. Oct. 14, 1957.

## University of Omaha — Omaha, Neb.

J. E. Woods, Director of Placement, 60th and Dodge Sts. Tel. GL 4700 Ext. 333. Oct. 1, 1957.

## NEVADA

**University of Nevada — Reno, Nev.**

Sam M. Basta, Dean of Student Affairs. Ross Hall. Tel. Fa 2-1576. Feb. 1958.

## NEW HAMPSHIRE

**Dartmouth College — Hanover, N. H.**

Donald W. Cameron, Director of Placement, 201 McNutt Hall. Tel. Han 30 Ext. 215. Jan. 7, 1958

**Keene Teachers College — Keene, N.H.**

Frank H. Blackington, Jr., Director of Placement. Tel. El 2-3038.

**Plymouth Teachers College — Plymouth, N. H.**

Dr. Charles B. Kinney, Dean of Instruction. Tel. Ply 104. Feb. 1, 1957. (N. H. employers only.)

**Rivier College — Nashua, N. H.**

Sister Marie Carmella, Dean, Administration Bldg., 429 Main St. Tel. TV 3-3992. Aug. 15, 1957.

**St. Anselm's College — Manchester, N. H.**

Robert J. Collins, Placement Director. Tel. NAtional 2-6478. Nov. 4, 1957.

**University of New Hampshire — Durham, N. H.**

Dr. Peter Janetos, Director of Placement, Alumni House. Tel. Ext. 393. Dec. 2, 1957.

## NEW JERSEY

**College of St. Elizabeth — Convent Station, N. J.**

Julia E. Read, Personnel Director, Santa Maria Hall, P.O. Box 197. Tel. Jefferson 9-1600. Jan. 13, 1958.

**Drew University — Madison, N. J.**

Dr. James A. McClintock, Director of Student Personnel, College Hall. Tel. FR 7-3000 Ext. 15. Feb. 15, 1958.

## Farleigh Dickinson University

Warren L. Duncan, Industrial Coordinator, Rutherford, N. J., Tel. GE 8-1600. Feb. 10, 1958; Mrs. Walter C. DeRiso, Placement Bureau, Teaneck, N. J. Tel. TE 6-6300. Nov. 1957.

**Georgian Court College — Lakewood, N. J.**

Sister M. Giovanni, Dean. Tel. 6-0941. Dec. 1, 1957.

**New Jersey State Teachers College — Glassboro, N. J.**

Dr. Lloyd Manwiller, Director, Senior Placement. Tel. TU 1-8400. Oct. 1, 1957.

**New Jersey State Teachers College — Jersey City 5, N. J.**

Dr. Herman G. Klein, Director of Placement. Tel. HE 3-0031. Feb. 3, 1958.

**New Jersey State Teachers College — Paterson 22, N. J.**

Dr. Frank L. Steeves, Director of Student Teaching, Placement and Follow Up, Haledon Hall. Tel. MU 4-6820. Feb. 1958.

**New Jersey State Teachers College — Upper Montclair, N. J.**

Dr. Allen Morehead, Acting Chairman, Education Department. Tel. Pilgrim 6-9500. Throughout year.

**Newark College of Engineering — Newark, N. J.**

James W. Hicks, Assistant Director of Industrial Relations, 167 High St. Tel. MA 4-2424. Feb. 10, 1958.

**Princeton University — Princeton, N. J.**

Gordon G. Sikes, Director, Placement Bureau, 220 Pyne Administration Bldg. Tel. 2300 Ext. 413. Feb. 10, 1958; Graduate Students Oct. 21, 1957.

**Rider College — Trenton 9, N. J.**

G. Kenneth Conover, Placement Director, 428 East State St., Tel. EX 6-8111. Feb. 3, 1958.

**Rutgers University**

Camden Campus—Camden, N. J. Harold A. Eaton, Director of Ad-



## **There's fission and then there's fishin'...**

*just five minutes apart for 3M'er Jim Johnson*



From the lab to the lake in only five minutes—that's 3M-land! It's a place where young men like Jim Johnson, with a talent for both engineering and happiness, find life good . . . to them and their families.

There's some kind of outdoor fun going on year 'round—golf, fishing, swimming, boating, hunting, skiing, skating. And never more than five miles from job or home.

There's work, too—vital, exciting, creative work geared to the future. For 3M is a research-minded company. Its scientific plant, including the new multi-million dollar Central Research Laboratory, is one of the

finest. In this young, fast-growing company there's always been plenty of opportunity for young men to get ahead, and for new ideas to get a hearing. Witness such original products as "SCOTCH" Brand Cellophane Tape, and the "SCOTCHLITE" reflective signs that guide you safely on highways day and night. More than 22% of the products 3M sells were developed in the last five years.

And as for compensation, 3M engineers and executives are substantially above the average in take-home pay, home ownership, car ownership, and stock ownership! So, if you're interested write 3M, St. Paul 6, Minnesota.

**MINNESOTA MINING AND MANUFACTURING COMPANY**  
WHERE RESEARCH IS THE KEY TO TOMORROW



missions and Placement, 406 Penn St. Tel. WO 4-1766. Jan. 1, 1958.

Douglass College—New Brunswick, N. J. Helen V. Knowles, Director, Placement Bureau. Sept. 17, 1957.

New Brunswick Campus—New Brunswick, N. J. John P. Kirkwood, Director of Personnel and Placement, 35 Union St. Tel. CCharter 7-1766. Advanced Degrees Nov. 4, 1957; Undergraduates Jan. 29, 1958.

Newark Colleges—Newark, N. J. J. S. Obecny, Jr., Director of Placement, 53 Washington St., Tel. MITchell 3-1766. Jan. 2, 1958.

*St. Peter's College*—Jersey City 6, N. J. Alvin L. Grant, Director of Placement, 2641 Hudson Blvd. Tel. DE 3-4400. Feb. 3, 1958.

*Seton Hall University*—South Orange, N. J.

John E. McLoughlin, Placement Director.

*Stevens Institute of Technology*—Hoboken, N. J.

Harold R. Fee, Director of Placement, Castle Stevens. Tel. Oldfield 9-7700. Feb. 17, 1958.

*Upsala College*—East Orange, N. J. Charles G. Lundgren, Director of the Placement and Advisory Service, Public Relations Bldg. Tel. OR 3-1200. Feb 11, 1958.

## NEW MEXICO

*Eastern New Mexico University*—Portales, N. Mex.

Carl J. Gustafson, Placement Director, Administration Bldg. (Box 102). Tel. Republic 6-6631 Ext. 302. Sept. 1957.

*New Mexico College of Agriculture and Mechanic Arts*—State College, N. Mex.

Mrs. Goldie Slingerland, Director of Placement, Administration Bldg. Tel. 6-6611 Ext. 208. Oct. 7, 1957.

*New Mexico Highlands University*—Las Vegas, N. Mex.

W. H. Sininger, Director of Teacher Placement, Arts and Education Bldg. Tel. 1000. Jan. 1958.

*New Mexico Western College*—Silver City, N. Mex.

R. L. Hunt, Director of Placement, Light Hall. Tel. 732 Ext. 12. Mid-Dec. 1957.

*St. Michael's College*—Santa Fe, N. Mex.

Brother August Regis, Cerrillos Rd.

*University of New Mexico*—Albuquerque, N. Mex.

Warren F. Lee, Director, General Placement Bureau, Roma Ave. Tel. 70391 Ext. 202. Oct. 10, 1957.

## NEW YORK

*Adelphi College*—Garden City, N. Y.

Elizabeth O'Neill, Director of Placement and Scholarships, Levermore Hall, Room 107. Tel. Pioneer 7-2200. Oct. 1, 1957.

*Alfred University*—Alfred, N. Y.

Dean Fred H. Gertz, Coordinator of Placement, Greene Hall. Tel. 2271. Nov. 4, 1957; R. M. Campbell, Head, Department of Ceramic Engineering, Binns-Merrill Hall. Tel. 5812. Nov. 4, 1957.

*Bard College*—Annandale-on-Hudson, N. Y.

Dorothy Dulles Bourne, Dean. Tel. Red Hook 7241.

*Barnard College*—New York 27, N. Y.

Mrs. Ethel Schneider Paley, Director, Placement Office, 112 Milbank Hall. Tel. UNiversity 5-4000 Ext. 801. Nov. 1957.

*Brooklyn College*—Brooklyn 10, N. Y.

Dr. Max Siegel, Coordinator of Placement Services and Career Counseling, Bedford Ave. and Ave. H. Tel. GE 4-5880. Sept. 1957.

*Canisius College*—Buffalo 8, N. Y.

J. E. Duggan, Director, Placement and Testing Services, Delavan Hall, 1833 Main St. Tel. LI 0091. Oct. 21, 1957.

*City College of New York*—New York 10, N. Y.

Bernard M. Baruch School of Busi-

ness and Public Administration. Lawrence A. Lansner, Placement Director, 17 Lexington Ave. Tel. GR 3-4846. Oct. 14, 1957.

*Schools of Technology and Liberal Arts and Science*. Ernest W. Schnaebele, Placement Director, 17 Lexington Ave. Tel. GR 3-4846. Oct. 14, 1957.

*Clarkson College of Technology*—Potsdam, N. Y.

F. A. Ramsdell, Director of Placement, Main St. Tel. 9372. Oct. 28, 1957.

*Colgate University*—Hamilton, N. Y.

Dr. G. H. Estabrooks, Director of Placement, Alumni Hall 205. Tel. 660 Ext. 40. Feb. 10, 1958.

*College Mount St. Vincent*—New York 71, N. Y.

Mary J. O'Donnell, Counseling and Placement Director, Administration Bldg., 261st and Riverdale Ave. Tel. KI 9-8000. Oct. 15, 1957.

*College of New Rochelle*—New Rochelle, N. Y.

Dr. M. Irene Wightwick, Personnel Director, Castle Place. Tel. NE 2-5300. Feb. 1, 1958.

*College of St. Rose*—Albany, N. Y.

Dr. Jerome R. Walton, Placement Officer, 937 Madison Ave. Tel. 8-3567. Jan. 1958.

*Columbia University*—New York 27, N. Y.

Samuel H. Beach, Director of Placement, 407 West 117th St., Tel. UNiversity 5-4000 Ext. 2053. Ph.D. Degrees Nov. 1957; Undergraduates Feb. 5, 1958.

*Cooper Union*—New York 3, N. Y.

H. F. Roemmele, Director of Industrial Relations, Cooper Square. Tel. AL 4-6300. Oct. 1957.

*Cornell University*—Ithaca, N. Y.

John L. Munschauer, Director of Placement, 122 Day Hall. Tel. 4-3211 Ext. 721. Feb. 11, 1958; some Ph.D. degrees Oct. 14, 1957.



30-channel, analog-digital converter connecting 300-amplifier analog computer to 1103A digital computer



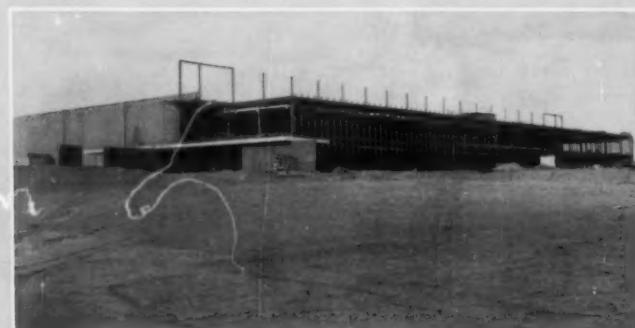
Production of communications equipment in new Los Angeles manufacturing plant



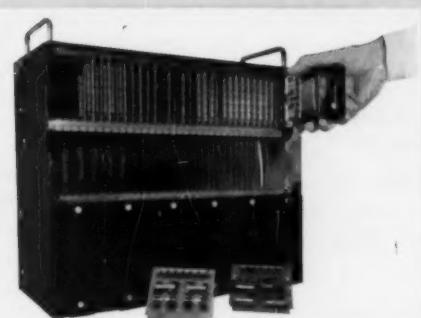
Data Reduction Center designed and built by Ramo-Wooldridge



One of three new research and development buildings completed this year



First unit of Denver manufacturing plant now nearing completion



Input-output unit of the Ramo-Wooldridge RW-30 airborne digital computer

## Pictorial PROGRESS REPORT

*The photographs above illustrate some of the recent developments at Ramo-Wooldridge, both in facilities and in products. Work is in progress on a wide variety of projects, and positions are available for scientists and engineers in the following fields of current activity:*

Communications and Navigation Systems  
Digital Computers and Control Systems  
Airborne Electronic and Control Systems  
Electronic Instrumentation and Test Equipment  
Guided Missile Research and Development  
Automation and Data Processing  
Basic Electronic and Aeronautical Research

## The Ramo-Wooldridge Corporation

5730 ARBOR VITAE STREET • LOS ANGELES 45, CALIFORNIA

**D'Youville College — Buffalo 1, N. Y.**

Mrs. Beatrice R. Finigan, Placement Officer, 320 Porter Ave. Tel. Gr 3567. Oct. 15, 1957.

**Elmira College — Elmira, N. Y.**

Mrs. Howard H. Clute, Director of Placement. Tel. 8111. Oct. 28, 1957.

**Fordham University — New York 58, N. Y.**

Joseph F. Potter, Administrative Officer, Psychological Services, King-O'Neil Hall. Tel. Fordham 7-5400 Ext. 264. Feb. 3, 1958.

**Hamilton College — Clinton, N. Y.**

Sidney Wertimer, Jr., Associate Dean, Root Hall. Tel. 550. Feb. 1, 1958.

**Harpur College (S.U.N.Y.) — Endicott, N. Y.**

Dr. John P. Belniak, Director of Student Activities. Tel. 5-3361. Nov. 1957.

**Hartwick College — Oneonta, N. Y.**

G. E. Reese, Dean of Students, Bresee Hall. Tel. 383. Feb. 10, 1958.

**Hobart and William Smith Colleges — Geneva, N. Y.**

R. James Milne, Acting Director of Placement, Room 206, Student Union Bldg. Tel. 9-3311. Jan. 1958.

**Hofstra College — Hempstead, L.I., N.Y.**

Dale B. Lake, Director of Placement, Memorial Hall. Tel. IVanhoe 9-7000. Jan. 6, 1958.

**Houghton College — Houghton, N. Y.**

Mrs. Lora F. Lynip, Director of Placement. Tel. Fillmore, N.Y. 106. Feb. 1, 1958.

**Hunter College — New York 21, N. Y.**

Dr. Alva C. Cooper, Placement Director, 695 Park Ave. Tel. TR 9-2100 Ext.263. Nov. 15, 1957.

**Iona College — New Rochelle, N. Y.**

Robert E. Doyle, Placement Officer, Walsh Hall. Tel. NE 6-2100. Feb. 4, 1958.

**Le Moyne College — Syracuse 3, N. Y.**

Dominic C. Vittorio, Director of Placement, Administration Bldg., Le Moyne Heights. Tel. Gibson 6-2882 Ext. 60. Sept. 30, 1957.

**Long Island University — Brooklyn, N. Y.**

Prof. Harold Nierenberg, 385 Flatbush Ave. Ext. Tel. ULster 2-9100. Oct. 1, 1957.

**Manhattan College — New York, N. Y.**

Brother Adrian Lewis, Placement Director, Manhattan College Parkway. Tel. Ki 8-1400. Jan. 6, 1958.

**Manhattanville College of the Sacred Heart — Purchase, N. Y.**

Miss Olga E. Specht, Director of Placement, Administration Bldg. Tel. White Plains 6-9600. Nov. 4, 1957.

**Maritime College (S.U.N.Y.) — New York 65, N. Y.**

John J. Foody, Professor and Chairman, Department of Engineering, Fort Schuyler. Tel. TYrone 2-3000. Feb. 1, 1958.

**Marymount College — Tarrytown, N. Y.**

Mother M. du Sacre Coeur, R.S. H.M., President, Butler Hall. Tel. ME 1-3200.

**Nazareth College of Rochester — Rochester 10, N. Y.**

Sister Eva Marie, Placement Director, 4245 East Ave. Oct. 15, 1957.

**New York University — New York, N.Y.**

Walter L. Kelly, Director of Placement Services, 20-22 Waverly Place.

**Niagara University — Niagara University, N. Y.**

Edward T. Flynn, Placement Officer. Tel. 9361. Oct. 1957.

**Pace College — New York 38, N. Y.**

Robert A. Lawder, Director of Placement, 41 Park Row. Tel. BArclay 7-8200.

**Parsons School of Design — New York, N. Y.**

Norman B. Boothby, Dean, 410 East 54th St. Tel. PL 9-2214.

**Polytechnic Institute of Brooklyn — Brooklyn 1, N. Y.**

John W. Andrews, Director, Placement Services, 99 Livingston St. Tel. Triangle 5-6412. Mid-October 1957.

**Pratt Institute — Brooklyn 5, N. Y.**

Tunis A. M. Craven, Jr., Placement Director, 223 Ryerson St. Tel. MAin 2-2200. Nov. 10, 1957.

**Queens College — New York, N. Y.**

George Davenel, Placement Director, 65-30 Kissena Blvd., Flushing. Tel. FL 3-4700 Ext. 41. Oct. 1, 1957.

**Rensselaer Polytechnic Institute — Troy, N. Y.**

Herbert P. Catlin, Head, Department of Student Aid, Pittsburgh Bldg. Tel. ASHley 2-3000 Ext. 234. Oct. 14, 1957.

**Roberts Wesleyan College — North Chili, N. Y.**

Dr. Paul C. Davis, Director of Guidance, Cox Hall. Tel. LY 4-4391. Jan. 1958.

**Rosary Hill College — Buffalo, N. Y.**

Sister M. Georgia, Chairman of Committee on Placement.

**Russell Sage College — Troy, N. Y.**

Mrs. James D. Campbell, Registrar and Coordinator of Placement, 45 Ferry St. Tel. ASHley 2-2500. Sept. 18, 1957.

**St. Bonaventure University — St. Bonaventure, N. Y.**

Prof. James L. Hayes, Placement Director, Guidance Center. Tel. Olean 4157. Oct. 1, 1957.

**St. Francis College — Brooklyn, N. Y.**

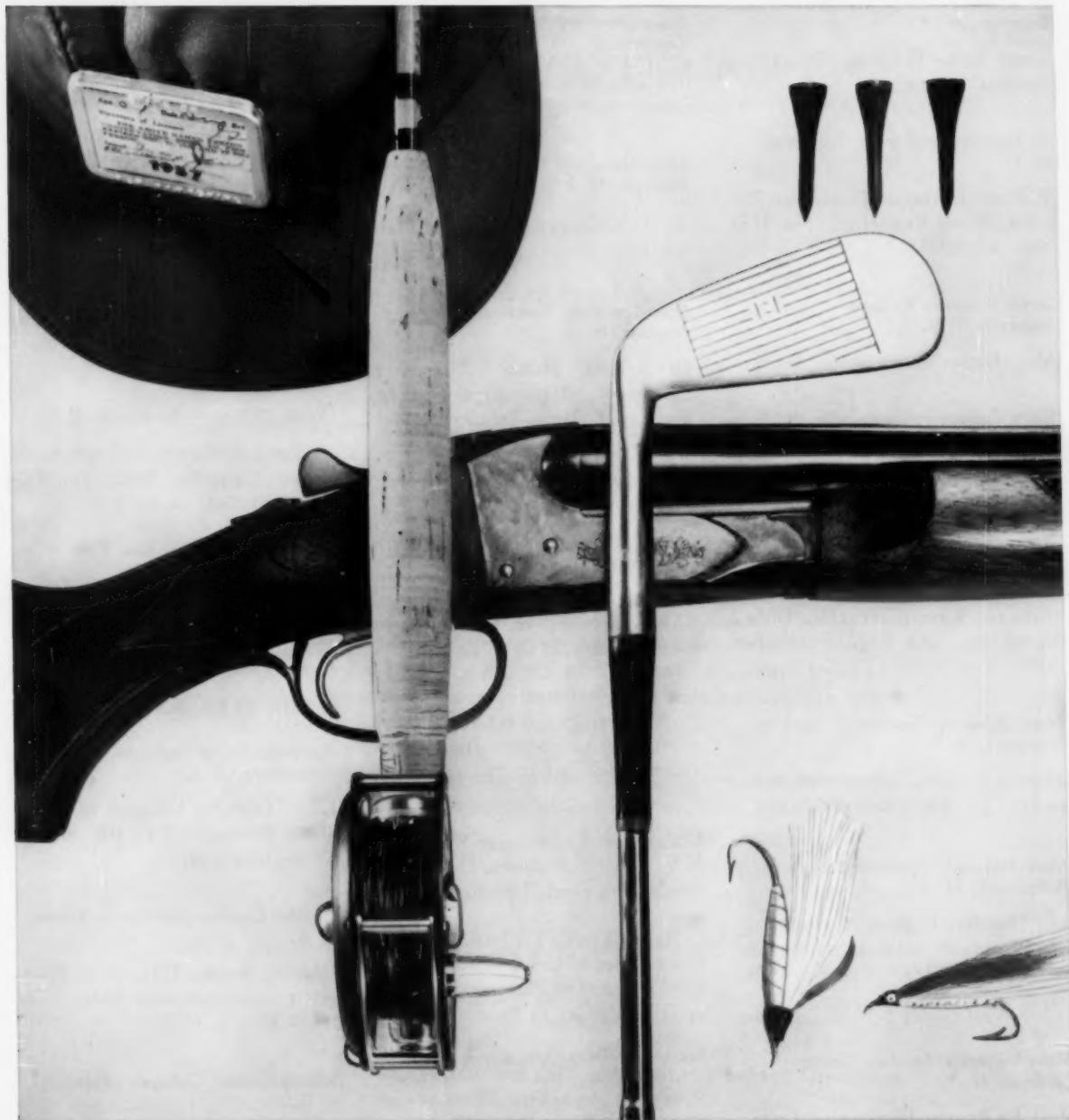
Rev. Brother Augustine, O.S.F., Director of Placement, 35 Butler St. Tel. TR 5-1210. Senior Placement Conference March 13, 1958; Other interviews by appointment.

**St. John Fisher College — Rochester 18, N. Y.**

Gerard H. Tucker, Placement Director, 3690 East Ave. Tel. Ludlow 6-4140. Nov. 4, 1957.

**ESSO RESEARCH** works wonders with oil

*Bright promise of pleasure*



On their way from manufacturer to store to you, metal parts stay bright thanks to a thin coating that prevents rust. You can't see it. You scarcely feel it. But these petroleum-based products of Esso Research are also helping roller skates to stay bright, knives and razor blades to stay keen. Often in such unusual ways, **ESSO RESEARCH** works wonders with oil.

Esso Research and Engineering Company, Esso Research Center, P. O. Box 51, Linden, New Jersey

**St. John's University — New York, N. Y.**

Walter R. Campbell, Placement Director, Utopia and Grand Central Parkways, Jamaica 32. Tel. JA 6-3700. Jan. 1958.

**St. Joseph's College for Women — Brooklyn, N. Y.**

Sister Irene Veronica, Director of Student Personnel.

**St. Lawrence University — Canton, N. Y.**

William J. Davis, Placement Director, Men's Residence. Tel. 3552. Nov. 15, 1957.

**Sarah Lawrence College — Bronxville 8, N. Y.**

Mrs. Esther Rausenbush, Dean.

**Siena College — Loudonville, N. Y.**

Marie Thibodeau, Executive Assistant. Tel. STate 5-8511.

**Skidmore College — Saratoga Springs, N. Y.**

Betsy James, Director, Vocational Bureau, Administration Bldg., Union Ave. and Regent St. Tel. 4040. Feb. 3, 1958.

**State University Teachers College — Brockport, N. Y.**

Francis J. Stein, Director of Placement. Tel. 420. Oct. 1957.

**State University Teachers College — Buffalo 22, N. Y.**

Dr. Theodore C. Moss, Coordinator of Placement Services, 109 Administration Bldg. Tel. Su 2320. Sept. 20, 1957.

**State University Teachers College — Cortland, N. Y.**

Paul L. Brown, Director of Placement. Tel. SKyline 6-9911. Oct. 8, 1957.

**State University Teachers College — Fredonia, N. Y.**

Dr. Philip Kochman, Director of Placement, Administration Bldg. Tel. 2-2108 Ext. 47. Oct. 1, 1957.

**State University Teachers College — New Paltz, N. Y.**

Dr. Harold M. Elsbree, Director of Placement, Main Bldg. Tel. 2141 Ext. 225. Feb. 10, 1958.

**State University Teachers College — Oneonta, N. Y.**

Dr. John Delaney, Director of Placement. Tel. 832. Oct. 1, 1957.

**State University Teachers College — Oswego, N. Y.**

C. W. Ridgeway, Director of Placement.

**State University Teachers College — Potsdam, N. Y.**

Dr. J. Stuart Hobkirk, Director of Placement, Administration Bldg., Pierrepont Ave. Tel. 9391. Feb. 1, 1958.

**Syracuse University**

Syracuse 10, N.Y. Mrs. Marguerite Ruoff, Vocational Counselor and Director of Placement for Women, 820 Comstock Ave. Tel. GRANite 6-5571 Ext. 411. Oct. 7, 1957.

College of Business—Syracuse, N.Y. F. R. Garrity, Director of Placement, 105A Slocum Hall. Tel. GRANite 6-5571 Ext. 363. Oct. 14, 1957.

College of Engineering—Syracuse, N.Y. Dan T. Faticato, Director of Engineering and Technical Placement.

Utica College—Utica, N.Y. Ronald Ley, Director of Placement.

**Union College — Schenectady, N. Y.**

Henry J. Swanker, Director of Placement, Wells House, 1 Union Ave. Tel. FR 4-4100. Nov. 25, 1957.

**University of Buffalo — Buffalo 14, N. Y.**

Thomas F. Haenle, Jr., Acting Director of Placement, 3435 Main St. Tel. ATwater 6222. Oct. 1, 1957.

**University of Rochester — Rochester 20, N. Y.**

Ward L. Taylor, Placement Officer for Men; Jane M. Stellwagen, Placement Officer for Women; 205 Dewey Hall, River Campus, River Blvd. Tel. GR 3-3000. Nov. 1 for Ph.D.s; Dec. 3, 1957 for Bachelors and Masters.

**Vassar College — Poughkeepsie, N. Y.**

Jane T. Johnson, Director, Vocational Bureau. Tel. GLobe 2-7000. Oct. 7, 1957.

**Wagner College — Staten Island 1, N. Y.**

Stephen J. Botsford, Director, Placement Bureau, Administration Bldg. Tel. GI 7-7880 Ext. 23. Feb. 1, 1958.

**Wells College — Aurora, N. Y.**

E. Patricia Herron, Assistant to the Dean. Macmillan Hall. Tel. 3401 Ext. 40. Oct. 16, 1957.

**Yeshiva University — New York, N. Y.**

Dean of each Constituent School, Amsterdam Ave. and 186th St. Tel. LO 8-8400.

**NORTH CAROLINA**

**Agricultural and Technical College — Greensboro, N. C.**

E. F. Corbett, Director of Placement Bureau. Tel. BR 4-6000. Throughout year.

**Atlantic Christian College — Wilson, N. C.**

John E. Weems, Director of Placement, Administration Bldg. Tel. 2157. Oct. 1, 1957.

**Belmont Abbey College — Belmont, N. C.**

The Very Rev. Cuthbert E. Allen, O.S.B., President. Tel. TA 5-2750. Nov. 1, 1957.

**Bennett College — Greensboro, N. C.**

Mary L. Mayfield, Registrar and Placement Officer. Tel. BRoadway 3-8678.



## COMBUSTION ENGINEERING, INC.

COMBUSTION ENGINEERING BUILDING • 200 MADISON AVENUE, NEW YORK 16 N. Y.

### An open letter to Placement Officers

Over the years, we in Combustion have been impressed again and again with the competent, cooperative service extended by the Placement Officers and their staffs in colleges and universities around the country.

We realize how much more difficult our search for engineering and scientific personnel would have been -- were it not for this effective, well-organized assistance.

Particularly are we aware of the extent to which the pressures built up by supply and demand in recent years would have created insurmountable problems except for the skillful efforts of the Placement Officers.

So -- it seems quite fitting to voice a sincere "Thank You" and also to say that we are looking forward to our next visit with you.

Cordially,

COMBUSTION ENGINEERING, INC.

*Otto deLorenzi*  
Otto deLorenzi  
Director of Education and Fuels Consultant

September 16, 1957

**Catawba College — Salisbury, N. C.**

Prof. Millard F. Wilson, Director of the Placement Office, Administration Bldg. Tel. 3800. Oct. 1, 1957.

**Davidson College — Davidson, N. C.**

C. Shaw Smith, Director of Placement, College Union. Tel. 7901. Feb. 3, 1958.

**Duke University — Durham, N. C.**

Fannie Y. Mitchell, Director, Appointments Office, Box IM Duke Station. Tel. 9011 Ext. 2591. All year for graduate students; undergraduates begin Jan. 31, 1958.

**Elon College — Elon College, N. C.**

A. L. Hook, Director of Placement Office. Tel. JU 4-3111.

**Fayetteville State Teachers College — Fayetteville, N. C.**

Lafayette Parker, Acting Dean, Murchison Road. Tel. HE 3-1157 and HE 2-3179. Nov. 15, 1957.

**Greensboro College — Greensboro, N. C.**

Mary C. Brock, Director, Placement Bureau, Main Bldg., 815 West Market St. Tel. BR 2-1171. Nov. 15, 1957.

**High Point College — High Point, N. C.**

Grady H. Whicker, Director of Placement. Tel. 5004. Oct. 1, 1957.

**Johnson C. Smith University — Charlotte 8, N. C.**

Moses S. Belton, Director of Public Relations, 100 Beatties Ford Road. Throughout the year.

**Lenoir Rhyne College — Hickory, N. C.**

E. L. Setzler, Dean and Registrar. Tel. 3-5196.

**Livingstone College — Salisbury, N. C.**  
Blanche Jordan, Director of Guidance.

**North Carolina College — Durham, N. C.**

Walter M. Brown, Director of Placement, Box 384. Tel. 2-2171 Ext. 337. Feb. 1958.

**North Carolina State College — Raleigh, N. C.**

School of Agriculture. Dr. H. B. James, Director of Instruction, 111 Patterson Hall. Tel. TE 4-5211 Ext. 331. Nov. 15, 1957.

School of Design. Henry L. Kamphoefner, Dean, 200 Brooks Hall. Tel. TE 4-5211 Ext. 250. Throughout the year.

School of Engineering. Mrs. Marie P. Wicker, Placement Director, 225 Riddick. Tel. TE 4-5211. Jan. 8, 1958.

School of Textiles. G. H. Dunlap, Director of the Placement Bureau. Tel. TE 4-5211. Oct. 24, 1957.

**Pfeiffer College — Misenheimer, N. C.**

Dr. Cameron West, Chairman, Division of Education. Tel. New London HO 33111. Oct. 1, 1957.

**Queens College — Charlotte, N. C.**

Amanda Adams, Assistant, Public Relations Office, Burwell Hall. Tel. ED 4-2881. Oct. 1, 1957.

**Salem College — Winston-Salem, N.C.**

Dr. Ivy M. Hixson, Academic Dean, Main Hall. Tel. PArk 5-0225. Oct. 1, 1957.

**State Teachers College — Elizabeth City, N. C.**

Dr. George L. Davis, Dean of Instruction, Administration Bldg., Moore Hall. Tel. 5400. Oct. 1, 1957.

**University of North Carolina — Chapel Hill, N. C.**

J. M. Galloway, Director of Placement, 204 Gardner Hall. Tel. 9-3761. Oct. 21, 1957.

**Wake Forest College — Winston-Salem, N. C.**

J. L. Memory, Jr., Placement Director, Reynolds Hall. Tel. PA 5-9711 Ext. 244. Oct. 1, 1957.

**Western Carolina College — Cullowhee, N. C.**

Dr. Taft B. Botner, Director of Teacher Placement, McKee Bldg. Tel. 2576. March 1, 1958.

**Winston-Salem Teachers College — Winston-Salem, N. C.**

George L. Johnson, Dean of Instruction, Carolina Hall. Tel. PA 3-2761. April 3, 1958.

**Woman's College of the University of North Carolina — Greensboro, N. C.**

Mrs. Josephine P. Schaeffer, Placement Officer, Administration Bldg. Tel. BR 5-9371 Ext. 330. Nov. 1957.

**NORTH DAKOTA**

**North Dakota Agricultural College — Fargo, N. Dak.**

Gale E. Smith, Placement Director, Box 2497, State College Station. Tel. 5-6411 Ext. 208. Sept. 30, 1957.

**State Teachers College — Dickinson, N. Dak.**

Gordon Olson, Director of Placement.

**State Teachers College — Minot, N. Dak.**

Dr. Olger Myhre, Director of Campus School. Tel. 51-102.

**State Teachers College — Valley City, N. Dak.**

L. H. Bruhn, Director, Special Services. Tel. 406. March 3, 1958.

**University of North Dakota — Grand Fork, N. Dak.**

J. Lloyd Stone, Alumni and Placement Director, University MH 107. Tel. 4-6211. Oct. 1, 1957.

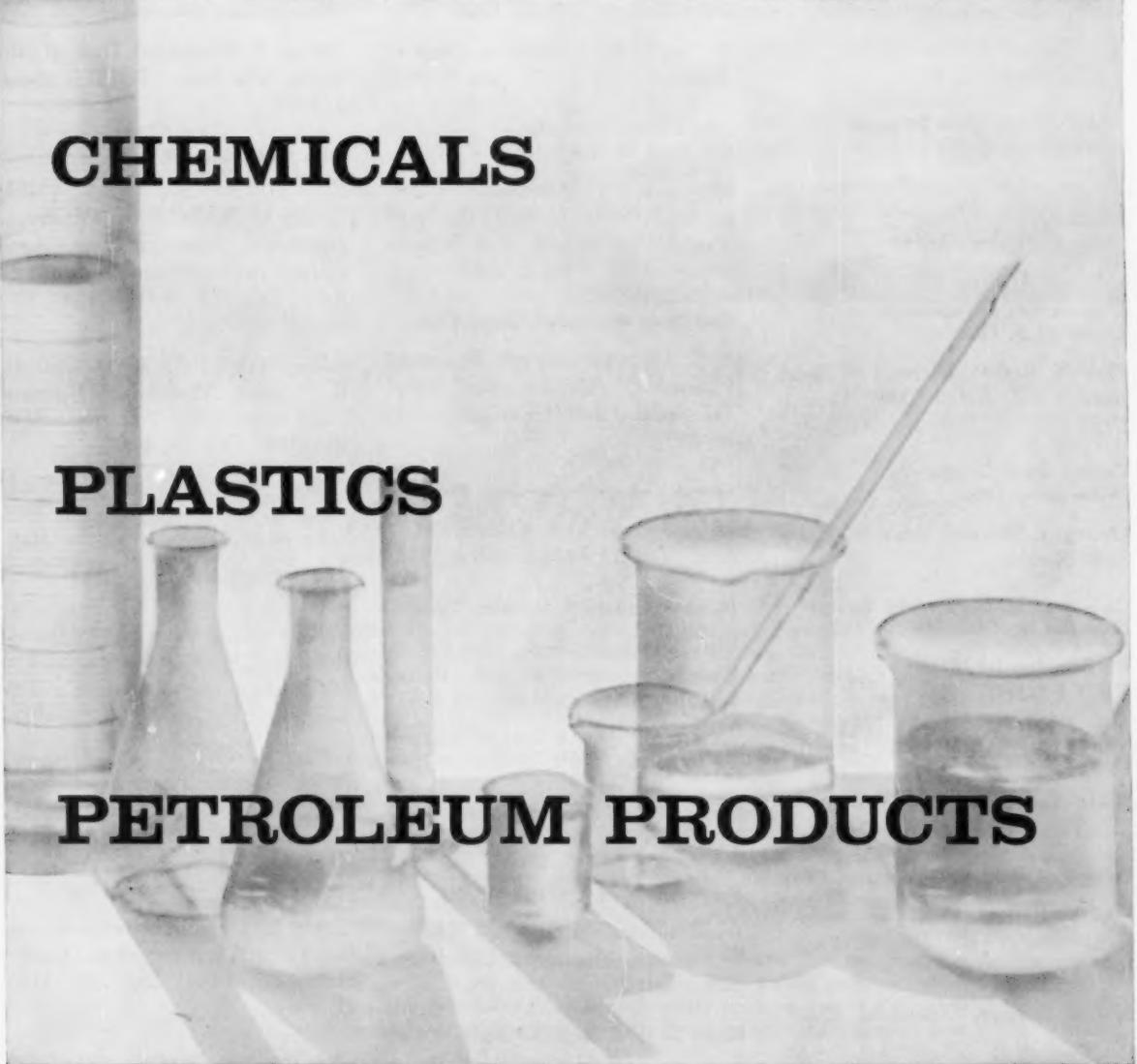
**OHIO**

**Antioch College — Yellow Springs, Ohio**

Miss Mary R. Hunt, Director, Co-operative Program, Administration Bldg. Tel. RO 7-7331. Jan. 13, 1958.

**Ashland College — Ashland, Ohio**

George M. Guiley, Dean of Students, Founders Hall. Tel. 4-4561. Feb. 1, 1958.



**CHEMICALS**

**PLASTICS**

**PETROLEUM PRODUCTS**

Mixing creative research with production know-how, Monsanto tailors myriads of old and new products to meet the needs of people.

**MONSANTO CHEMICAL COMPANY**

Sales Offices, Plants, Laboratories  
in every major industrial area



**WHERE CREATIVE CHEMISTRY WORKS WONDERS FOR YOU**

**Bluffton College — Bluffton, Ohio**

Dr. Robert Kreider, Dean. Tel. 246Y. Sept. 12, 1957.

**Bowling Green State University — Bowling Green, Ohio**

James L. Galloway, Placement Officer, Room 100, Administration Bldg. Tel. 3-8411 Ext. 237. Oct. 14, 1957.

**Case Institute of Technology — Cleveland 6, Ohio**

Dale E. Barbee, Director of Placement. Tel. SW 1-5000. Oct. 1, 1957.

**Central State College — Wilberforce, Ohio**

Dorsey T. Murray, Director, Placement Service.

**College of St. Mary of the Springs — Columbus 19, Ohio**

Patricia Lawler, Placement Officer. Tel. CI 2-2137.

**College of Steubenville — Steubenville, Ohio**

Hilda Tarquinio, 420 Washington St. Tel. AT 2-5365. Dec. 1957.

**College of Wooster — Wooster, Ohio**

Paul V. Barrett, Career Counselor, Kauke Hall. Tel. 2-8010. Nov. 1, 1957.

**Denison University — Granville, Ohio**

Dr. Samuel D. Schaff, Director of Testing and Vocational Services, Doane Administration Bldg., Room 106. Tel. JUNo 2-9181 Ext. 268. Dec. 3, 1957.

**Fenn College — Cleveland 15, Ohio**

M. B. Robinson, Dean of Cooperative Education and Placement, Euclid Ave. at East 24th St. Tel. PR 1-0250. Oct. 7, 1957.

**Findlay College — Findlay, Ohio**

L. T. Stratton, Director, Placement Service, 1000 N. Main St. Tel. GARden 2-8313. Oct. 1, 1957.

**Heidelberg College — Tiffin, Ohio**

George G. Van Dyke, Director, Business Placement Bureau. Tel. 1631. Dec. 1, 1957.

**Hiram College — Hiram, Ohio**

A. Linc. Fisch, Associate Dean of Students. Tel. 2512. Jan. 8, 1958.

**John Carroll University — Cleveland 18, Ohio**

Mrs. Louis Carlton Sabin, Placement Director, Room 17 Rodman Hall, Miramar Blvd. Tel. Yellowstone 2-3800. Nov. 3, 1957.

**Kent State University — Kent, Ohio**

P. K. Howells, Director, Bureau of Placement, Administration Bldg. Tel. Orchard 3-3411 Ext. 237. Oct. 15, 1957.

**Kenyon College — Gambier, Ohio**

William E. Frenaye, Placement Officer. Tel. GA 7-4191. Feb. 6, 1958.

**Marietta College — Marietta, Ohio**

Mrs. Raymond Huck, Director of Placement, Andrews Hall, Room 104. Tel. FR 3-4643. Oct. 15, 1957.

**Mary Manse College — Toledo 10, Ohio**

Sister Mary Lawrence, Dean, 2443 Collingwood. Tel. CH 3-9241.

**Miami University — Oxford, Ohio**

W. T. Blomquist, Director, Bureau of Business Placement, 211 Irvin Hall. Tel. 3-4585. Oct. 14, 1957.

**Mount Union College — Alliance, Ohio**

Walter Webb, Director of Student Personnel. Tel. 1-5321. Interviews by appointment.

**Muskingum College — New Concord, Ohio**

Lorin E. Bixler, Director of Placement Service, Montgomery Hall. Tel. 3151. Feb. 5, 1958.

**Notre Dame College — Cleveland, Ohio**

Jeanne Dreisig, Director of Public Relations, 4545 College Road. Tel. EV 1-1680. Oct. 1957.

**Oberlin College — Oberlin, Ohio**

Dorothy M. Smith, Director of Bureau of Appointments, Peters Hall. Tel. 4-60-63. Feb. 3, 1958.

**Ohio Northern University — Ada, Ohio**

Grover B. Wickenden, Dean of Students, Lehr Bldg. Tel. 155. Nov. 1, 1957.

**Ohio State University — Columbus 10, Ohio**

College of Agriculture. Chester S. Hutchison, Assistant Dean, Agricultural Administration Bldg., Fyffe Rd. Tel. AX 9-3148 Ext. 326. Oct. 1, 1957.

College of Arts and Sciences. Kenneth B. Norton, Placement Director, University Hall. Tel. AX 9-3148 Ext. 108. Oct. 14, 1957.

College of Commerce and Administration. John E. Steele, Director of Placement, Hagerty Hall. Tel. AX 9-3148 Ext. 8311. Oct. 14, 1957.

College of Engineering. Lilyan B. Bradshaw, Placement Director, 119 McPherson Chemical Lab. Tel. AX 9-3148 Ext. 301. Oct. 11, 1957.

College of Pharmacy. Lloyd M. Parks, Dean, Pharmacy-Bacteriology Bldg. Tel. AX 9-3148 Ext. 8261. Oct. 15, 1957.

**Ohio University — Athens, Ohio**

Albert C. Gubitz, Director of the Bureau of Appointments, Cutler Hall. Tel. 3-1011 Ext. 219. Oct. 21, 1957.

**Ohio Wesleyan University — Delaware, Ohio**

Mrs. Peg Boecklin, Placement Director, Edgar Hall. Tel. Del 3-1261 Ext. 383. Oct. 15, 1957.

**Otterbein College — Westerville, Ohio**

F. J. Vance, Director of Placement, Administration Bldg. Tel. Tu 2-3611. Jan. 1958.

**Our Lady of Cincinnati College — Cincinnati 6, Ohio**

Sister Mary Virginia, Dean, Edgecliff, Walnut Hills.

**University of Akron — Akron, Ohio**

G. A. Hagerman, Director of Student Personnel, 302 E. Buchtel Ave. Tel. POrtage 2-2441. Feb. 17, 1958.

*Choose your first job*



*with the same care you used*



*in choosing your college*

When you were deciding on a college, you probably looked for certain specific qualifications. You wanted one that was above the ordinary...that had a reputation for original contributions to your field...and yet would offer you a well-rounded education at the same time.

Why not use the same approach in deciding on the firm with which you want to associate upon graduation?

Take Arma, for example.

Here's a company that has established a reputation for the most advanced fire control system in the country. In addition, Arma has set the pace for the state of the art in inertial navigation—the ICBM guidance systems that require no earthbound direction or terrestrial source of energy.

And these are only two current Arma projects. The truly unusual diversification of work areas here, calling for a wide range of electrical and electro-mechanical engineering skills, is one of the prime reasons many young engineers join Arma. Since you are exposed to so many activities not usually found under one roof, you can literally grow as fast as your abilities and interests can take you.

There are many other advantages at Arma: High starting salaries...regular merit increases...full company benefits...and carefully defined assignments consistent with your background.

In addition, Arma encourages and assists its engineers to take evening courses in nearby colleges, leading to advanced degrees...to attend meetings of technical societies...and to publish original papers—all factors which will help speed your progress.

Finally, there's the fun of suburban life in Long Island, with all its famous recreational activities. And you're just minutes from incomparable New York City and its entertainment and cultural facilities.

What more could an engineer ask?

SEE THE ARMA REPRESENTATIVE when he visits your campus, or write to: Mr. Charles S. Fernow, Administrator of Technical Education.

**ARMA**

DIVISION OF AMERICAN BOSCH ARMA CORPORATION  
ROOSEVELT FIELD, GARDEN CITY, LONG ISLAND, N. Y.

If you'd like a booklet discussing Inertial Guidance and why Arma believes it to be *the* answer to the problems of extra-terrestrial navigation, write us for your free copy.

**University of Cincinnati — Cincinnati 21, Ohio**

Prof. H. C. Messinger, Director, Department of Coordination and Placement. Tel. UN 1-8000. Nov. 18, 1957—Arts and Sciences, Home Economics, Law, Teachers; Jan. 13, 1958—Applied Arts, Business Administration, Engineering.

**University of Dayton — Dayton, Ohio**

Lewis A. Jones, Director of Placement, 109 St. Joseph Hall. Tel. HE 6721 Ext. 223. Oct. 1957.

**University of Toledo — Toledo 6, Ohio**

Edward W. Jackson, Director of Placement, 2801 W. Bancroft St. Tel. FRanklin 1451. Oct. 14, 1957.

**Western Reserve University — Cleveland, Ohio**

Mrs. John A. Lebedoff, Director of Placement, Rm. 202, Hitchcock Hall, 11105 Euclid Ave. Tel. CEdar 1-7700 Ext. 212. Nov. 1, 1957.

**Wilmington College — Wilmington, Ohio**

Miss Deborah Stratton, Assistant Dean of Women, Personnel Office. Tel. 2522 Ext. 5. Sept. 5, 1957.

**Wittenberg College — Springfield, Ohio**

Glenn W. Gamble, Placement Director, 20 Recitation Hall. Tel. FA 3-7581. Jan. 10, 1958.

**Xavier University — Cincinnati 7, Ohio**

Robert J. Coates, Placement Director, Hinkle Hall. Tel. RE 1-2345. Oct. 16, 1957.

**Youngstown University — Youngstown, Ohio**

Alfred J. Minotti, Director of Placement, Annex. Tel. Riverside 4-8451 Jan. 7, 1958.

**OKLAHOMA**

**Bethany Nazarene College — Bethany, Okla.**

Vernon A. Snowbarger, Dean of Students. Bresee Hall, Room 106. Tel. Wh 9-2421. Feb. 1, 1958.

**Central State College — Edmond, Okla.**

J. Arthur Herron, Director of Placement and Promotion, Administration Bldg. Tel. 980. Jan. 1, 1958.

**Northeastern State College — Tahlequah, Okla.**

Jack Kisner, Director of Placement, Education Bldg. Tel. 414. Sept. 1957.

**Northwestern State College — Alva, Okla.**

Dr. Wilbur H. Tanner, Director of Teacher Training and Placement, Education Bldg. Tel. 44. Feb. 1, 1958.

**Oklahoma City University — Oklahoma City, Okla.**

Mrs. Helen B. Perkins, Student Personnel Department, 24th and N. Blackwelder. Tel. JA 5-5461.

**Oklahoma College for Women — Chickasha, Okla.**

Trice L. Broadrick, Director of Admissions and Registrar, Administration Bldg. Tel. 3140. Oct. 1, 1957.

**Oklahoma State University — Stillwater, Okla.**

A. O. Martin, Director, Education and General Placement. Oct. 1, 1957.

College of Business. Edward C. Burris, Vice Dean, 207 Morrill Hall. Tel. 1480 Ext. 258. Oct. 1, 1957.

College of Engineering. Prof. Clemmer R. Wood, Director, Engineering Student Personnel, Dean's Office. Tel. 1480 Ext. 206. Oct. 1, 1957.

**Panhandle Agricultural and Mechanical College — Goodwell, Okla.**

Harold Massey, Director of Teacher Education. Tel. 2511. Sept. 1957.

**Southeastern State College — Durant, Okla.**

Virginia T. Fisher, Director of Placement Bureau, Office of the President. Tel. 1247. Oct. 15, 1957.

**University of Oklahoma — Norman, Okla.**

George P. Haley, Director, Employment Services. Tel. JE 4-6900 Ext. 407. Oct. 2, 1957.

**OREGON**

**Cascade College — Portland, Ore.**

Prof. Leslie F. Smith, Director of Teacher Education, 705 N. Killingsworth.

**Eastern Oregon College — La Grande, Ore.**

John M. Miller, Director of Placement, Ackerman Bldg., 8th and K Sts. Tel. WO 3-2171 Ext. 29. Feb. 20, 1958.

**Lewis and Clark College — Portland, Ore.**

Andrew J. Bastine, Director of Placement, Palatine Manor, 0615 SW Palatine Hill Rd. Tel. NE 6-3601 Ext. 58. Oct. 1957.

**Linfield College — McMinnville, Ore.**

Dr. Frederick Pistor, Chairman, Department of Education. April 1, 1958.

**Marylhurst College — Marylhurst, Ore.**

Sister M. Audrea, Director of Teacher Placement Service. Tel. Neptune 6-3639. March 1, 1958.

**Oregon College of Education — Monmouth, Ore.**

Mrs. Minnie M. Andrews, Placement Director, Administration Bldg. Tel. SK 7-1421. March 1, 1958.

**Oregon State College — Corvallis, Ore.**

Business Administration Department. Stuart B. Seaton, Placement Director, Commerce Bldg., Room 314. Oct. 7, 1957.

School of Engineering. M. R. Haith, Personnel and Placement Officer. Tel. Plaza 3-4481 Ext. 475. Oct. 28, 1957.

**Pacific University — Forest Grove, Ore.**

Dr. William L. Perry, Vice President. Tel. Elgin 7-3136.

*our future -  
your tomorrow -  
is unlimited*

We invite the college graduate to consider employment opportunities with B. F. Goodrich. We can offer some of the greatest challenges in all of American industry. Our business encompasses the chemical, plastics, rubber and textile industries. It is closely aligned with many, many others. It is a large business with literally thousands of facets — and its potential is inviting. At B. F. Goodrich there is and always will be a need for men of vision with the ability to accomplish things.



**The B. F. Goodrich Company, General Offices, Akron 18, Ohio**

*Portland State College — Portland 1, Ore.*

John F. Jenkins, Director of Placement, 1620 S.W. Park Ave. Tel. CApitol 2-4251. Oct. 1, 1957.

*Reed College — Portland, Ore.*

Ann W. Shepard, Dean of Students. Tel. PR 1-1112.

*Southern Oregon College — Ashland, Ore.*

Dr. Bill A. Sampson, Director of Teacher Placement. Tel. MU 2-4611. Feb. 1, 1958.

*University of Oregon — Eugene, Ore.*

Karl W. Onthank, Director of Placement, Emerald Hall, Tel. DI 5-1551 Ext. 256. Oct. 1957; R. N. Lowe, Director, Teacher Placement Service, School of Education. Tel. DIamond 5-1511 Ext. 321. Oct. 1, 1957.

*University of Portland — Portland 3, Ore.*

Charles E. Lauer, Placement Director. Tel. Bu 9-5541 Ext. 86. Oct. 21, 1957.

*Willamette University — Salem, Ore.*

Richard A. Yocom, Director of Placement, 900 State St. Tel. Em 3-9266. Oct. 1, 1957.

## PENNSYLVANIA

*Albright College — Reading, Penna.*

Anna R. Benninger, Executive Secretary of Placement. Tel. FR 5-2591. Oct. 1, 1957.

*Allegheny College — Meadville, Penna.*

Robert T. Sherman, Placement Director, Bentley Hall. Tel. 43-251. Sept. 23, 1957.

*Beaver College — Jenkintown, Penna.*

Amelia Peck, Director of Placement. Tel. TU 4-3500. Throughout the year.

*Bryn Mawr College — Bryn Mawr, Penna.*

Mrs. J. L. Crenshaw, Director, Bureau of Recommendations, Tay-

lor Hall. Tel. LAWrence 5-1000. Feb. 3, 1958.

*Bucknell University — Lewisburg, Penna.*

Raymond K. Irwin, Director of Placement, Carnegie Bldg. Tel. JA 3-1271. Feb. 10, 1958.

*Carnegie Institute of Technology — Schenley Park, Pittsburgh 13, Penna.*

Charles E. Wangeman, Head, Bureau of Placements, 240 Administration Hall. Tel. MA 1-2600 Ext. 271. Feb. 10, 1958.

*Cedar Crest College — Allentown, Penna.*

Mary E. Kriebel, Director, Placement Service. Tel. HE 4-6191. Oct. 15, 1957.

*Chatham College — Pittsburgh 32, Penna.*

Margaret Kiser, Director of Placement, Woodland Road. Tel. HI 1-8200. Sept. 23, 1957.

*Chestnut Hill College — Philadelphia 18, Penna.*

Alice M. Corcoran, Administrative Assistant. Tel. CH 7-4210. Feb. 5, 1958.

*Dickinson College — Carlisle, Penna.*

Alan Coutts, Dean of Men. Tel. 265. Nov. 4, 1957.

*Drexel Institute of Technology — Philadelphia 4, Penna.*

John Miller, Placement Officer. Tel. Evergreen 2-6200 Ext. 136. April 8, 1958.

*Duquesne University — Pittsburgh 22, Penna.*

William J. O'Brien, Placement Director, 331 Fourth Ave. Tel. CO 1-3886. Feb. 1958.

*Elizabethtown College — Elizabethtown, Penna.*

C. G. Enterline, Director of Placement. Tel. Em 7-1151. Throughout the year.

*Franklin and Marshall College — Lancaster, Penna.*

George F. Broske, Director of Placement, Stahr Hall. Tel. EXPRESS 3-3621. Feb. 10, 1958.

*Gannon College — Erie, Penna.*

Owen T. Finegan, Director of Guidance and Placement, Perry Square. Tel. 25-225. Nov. 1, 1957.

*Geneva College — Beaver Falls, Penna.*

William H. Clark, Alumni Secretary and Placement Director. Tel. BF 3515. Dec. 1957.

*Gettysburg College — Gettysburg, Penna.*

William O. Duck, Director of Guidance and Placement, Old Dorm. Tel. 1250. Feb. 11, 1958.

*Grove City College — Grove City, Penna.*

Jack Kennedy, Placement Officer and Alumni Secretary. Tel. 1421. Feb. 11, 1958.

*Haverford College — Haverford, Penna.*

Bennett S. Cooper, Alumni Secretary. Tel. Midway 9-9600. Feb. 1958.

*Immaculata College — Immaculata, Penna.*

Sister Margaret Mary, Registrar. Tel. Malvern 2201. Feb. 1, 1958.

*Jefferson Medical College of Philadelphia — Philadelphia 7, Penna.*

George A. Bennett, M. D., Dean, 1025 Walnut St. July 1, 1957.

*Juniata College — Huntingdon, Penna.*

Paul M. Heberling, Director of Placement. Tel. MITchell 3-4310 Ext. 29. Feb. 1, 1958.

*King's College — Wilkes-Barre, Penna.*

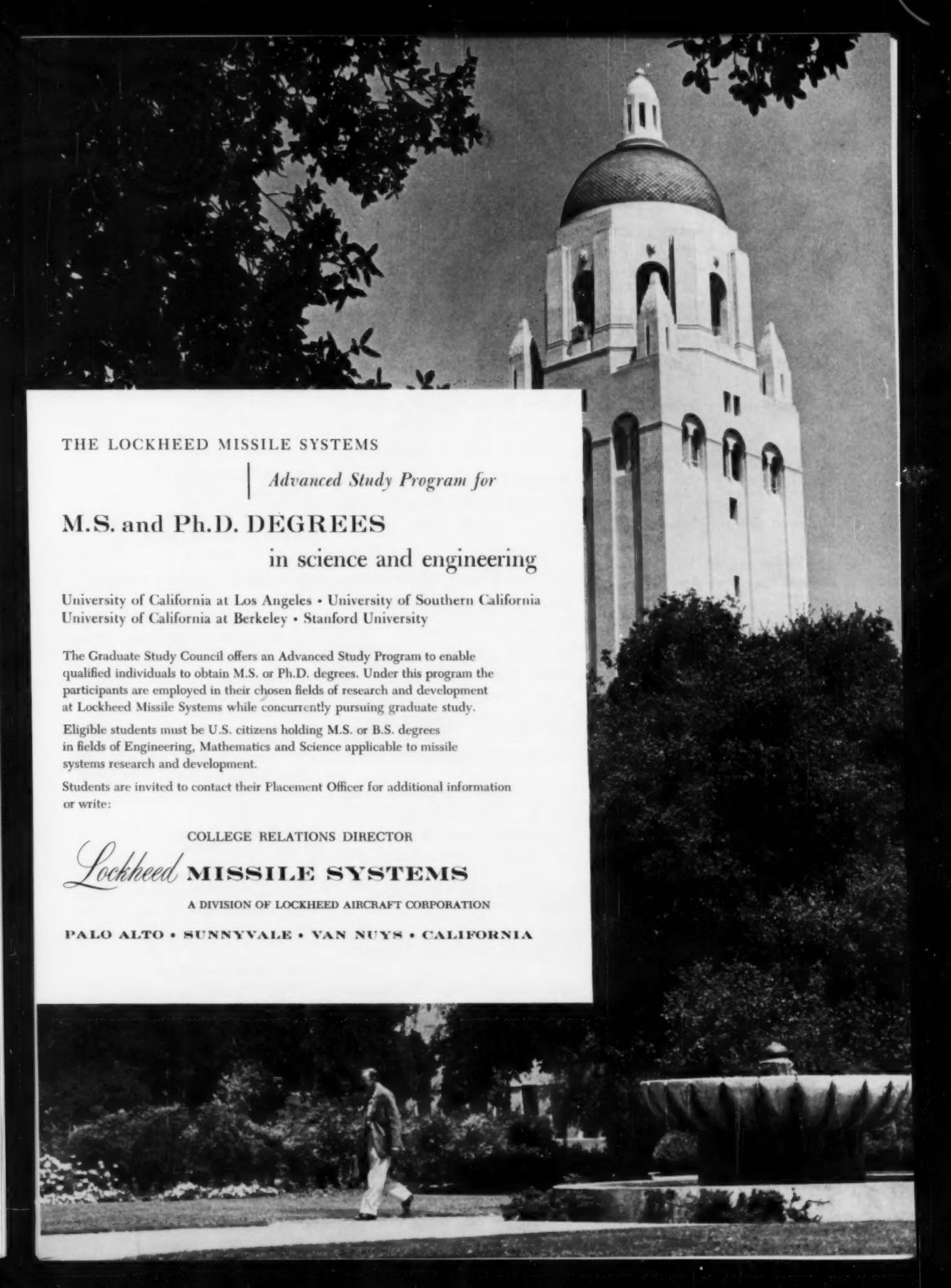
Robert J. Ell, Placement Director, 133 N. River St. Tel. VAlley 4-5731. Oct. 7, 1957.

*Lafayette College — Easton, Penna.*

Fred W. Slantz, Director, Markle Hall. Tel. Easton 3-6281 Ext. 271. Jan 7, 1958.

*LaSalle College — Philadelphia 41, Penna.*

L. Thomas Reifsteck, Director of Placement, 20th St. and Olney Ave. Tel. Vi 8-1100 Ext. 19. Nov. 1, 1957.



THE LOCKHEED MISSILE SYSTEMS

*Advanced Study Program for*

**M.S. and Ph.D. DEGREES**  
in science and engineering

University of California at Los Angeles • University of Southern California  
University of California at Berkeley • Stanford University

The Graduate Study Council offers an Advanced Study Program to enable qualified individuals to obtain M.S. or Ph.D. degrees. Under this program the participants are employed in their chosen fields of research and development at Lockheed Missile Systems while concurrently pursuing graduate study.

Eligible students must be U.S. citizens holding M.S. or B.S. degrees in fields of Engineering, Mathematics and Science applicable to missile systems research and development.

Students are invited to contact their Placement Officer for additional information or write:

COLLEGE RELATIONS DIRECTOR

*Lockheed* **MISSILE SYSTEMS**

A DIVISION OF LOCKHEED AIRCRAFT CORPORATION

PALO ALTO • SUNNYVALE • VAN NUYS • CALIFORNIA



*Lebanon Valley College — Annville, Penna.*

Gladys M. Fencil, Administrative Assistant. Tel. 7-3561. Oct. 1, 1957.

*Lehigh University — Bethlehem, Penna.*

Everett A. Teal, Director of Placement, Christmas-Saucon Hall. Tel. UN 7-5071. Oct. 28, 1957.

*Lincoln University — Lincoln University, Penna.*

J. B. MacRae, Dean of Students. Tel. Oxford 58. March 1958.

*Lycoming College — Williamsport, Penna.*

Donald G. Remley, Placement Director, Old Main Bldg. Tel. 3-9411. Feb. 5, 1958.

*Marywood College — Scranton 9, Penna.*

Mrs. Rosemary C. Kazimer, Director of Placement, Arts Bldg. Tel. Di 7-3317. Dec. 1, 1957.

*Moore Institute of Art, Science and Industry — Philadelphia, Penna.*

Mary L. Milner, Director of Placement, Broad and Master Sts. Tel. Poplar 3-2242. Feb. 1958.

*Moravian College — Bethlehem, Penna.*

Dr. Richmond E. Myers, Dean of Men, Comenius Hall. Tel. UN 7-3938. Nov. 1, 1957.

*Mount Mercy College — Pittsburgh 13, Penna.*

Suzanne Collins, Director of Public Relations, Aquinas Hall. Tel. Mu 2-4190.

*Muhlenberg College — Allentown, Penna.*

Dr. Claude E. Dierolf, Dean of Men. Tel. HE 3-3191. Dec. 1, 1957.

*Pennsylvania Military College — Chester, Penna.*

Dr. Clarence R. Moll, Dean of Student Personnel. Tel. Chester 4-2556. Nov. 4, 1957.

*Pennsylvania State University — University Park, Penna.*

George N. P. Leetch, Placement Director, 112 Old Main. Tel. ADams 8-8441 Ext. 2047. Sept. 30, 1957.

*Philadelphia Museum School of Art — Philadelphia, Penna.*

Oscar E. Mertz, Jr., Director of Placement, Broad and Pine Sts. Tel. Pennypacker 5-7473. Jan. 1958.

*Philadelphia Textile Institute — Philadelphia 44, Penna.*

Donald B. Partridge, Dean of Students, School Lane and Henry Ave. Tel. Victor 8-1300. Feb. 1, 1958.

*Rosemont College — Rosemont, Penna.*

Catherine Mohan, Assistant to the Dean. Tel. La 5-3086. Oct. 1, 1957.

*St. Francis College — Loretto, Penna.*

Joseph Bentivegna, Student Counselor. Dec. 2, 1957.

*St. Joseph's College — Philadelphia 31, Penna.*

Joseph D. Pascucci, Administrative Assistant to the President, 54th and City Line Ave. Tel. Tr 7-6623. Nov. 4, 1957.

*St. Vincent College — Latrobe, Penna.*

Rev. Egbert Donovan, O.S.B., Director of Guidance and Placement. Tel. Keystone 7-3371. Oct. 1, 1957.

*Seton Hall College — Greensburg, Penna.*

Sister Rose Irene, Registrar. Tel. Greensburg 2061.

*State Teachers College — California, Penna.*

Dr. Stephen E. Pavlak, Placement Officer, Noss School. Tel. WEst 8-2291. Sept. 3, 1957.

*State Teachers College — Cheyney, Penna.*

Dr. W. McKinley Menchan, Dean of Instruction, Biddle Hall. Tel. EXport 9-0990. Feb. 8, 1958.

*State Teachers College — East Stroudsburg, Penna.*

Dr. Nathan G. Meyer, Director, Student Teaching and Placement, Campus Laboratory School. Interview days announced direct to superintendents.

*State Teachers College — Indiana, Penna.*

Dr. John E. Davis, Director, Teacher Training, Keith Laboratory School. Tel. 5-5521. Nov. 1957.

*State Teachers College — Kutztown, Penna.*

George D. Weiss, Director, Placement Bureau. Tel. OV 3-3105.

*State Teachers College — Lock Haven, Penna.*

Dr. Allen D. Patterson, Director of Placement. Tel. 6591.

*State Teachers College — Mansfield, Penna.*

Dr. Richard M. Wilson, Director of Placement, Elementary Bldg. Tel. 30J. Nov. 1957.

*State Teachers College — Shippensburg, Penna.*

William E. Beyers, Director of Student Teaching and Placement, Old Main Bldg. Tel. KE 2-4413. Nov. 1, 1957.

*State Teachers College — Slippery Rock, Penna.*

A. Dodds, Director of Student Teaching and Placement, Main Bldg. Tel. 3782. Throughout the year.

*State Teachers College — West Chester, Penna.*

Dr. Earl F. Sykes, Director of Student Teaching and Placement, Anderson Hall. Tel. OWen 6-7800. Nov. 15, 1957.

*Swarthmore College — Swarthmore, Penna.*

Maralyn Orbison, Director of Vocational Placement. Tel. Ki 3-0200 Ext. 407. Feb. 7, 1958.

# WANTED: Graduates who are eager to help Shell answer questions like these

How can we get a better picture of underground formations without test drilling?

How can we improve our knowledge of ocean floors, and of the formations beneath them?

Are there ways to reduce the high — and still rising — cost of drilling?

Once an oil-bearing formation has been found, how can we recover a larger percentage of the oil that's in it?

How can new techniques help Shell Chemical produce and market its products more efficiently?

How can more effective use of agricultural chemicals be made to produce richer crops in shorter growing seasons and with fewer man-hours of care?

Will new developments in instrumentation make possible pipe lines that run themselves?

How can we improve the quality of petroleum products?

What is the best way to increase the high-octane gasoline yield from heavy crude oils?

What happens to lubricants in a plane approaching the "heat barrier"?

Where will the more concentrated sources of energy for tomorrow's aviation fuels be found?

How can we help the independent businessmen who operate Shell service stations increase their sales and profits?

*—and many more!*

These questions cover a lot of ground, don't they? Well, so does Shell. And so do the graduates we're looking for. As you can see, there's lots of work to be done. We're going places at Shell. Some of today's graduates will get the chance to come along

and help. You'll find more details in our booklet "Opportunity with Shell," which is available now through your campus placement office. Shell Oil Company, Personnel Department, 50 West 50th Street, New York 20, New York.

**SHELL OIL COMPANY**

**SHELL CHEMICAL CORPORATION**



**SHELL DEVELOPMENT COMPANY**

**SHELL PIPE LINE CORPORATION**

**Temple University — Philadelphia 22, Penna.**

S. S. Aichele, Director of Placement, S.E. Corner Park and Montgomery Aves. Tel. ST 7-4000. Oct. 28, 1957.

**Thiel College — Greenville, Penna.**

Earl R. Mezoff, Director of Placement, Roth Hall. Tel. Greenville 2020 Ext. 31. Feb. 1, 1958.

**University of Pennsylvania — Philadelphia, Penna.**

Robert L. MacDonald, Director of Placement, Logan Hall, 36th and Woodland Ave. Tel. EV 6-0100. Nov. 11, 1957.

**University of Pittsburgh — Pittsburgh 9, Penna.**

Paul M. Sherwood, Director, University Placement Service, Schenley Hall. Tel. MA 1-3500. Oct. 27, 1957, Feb. graduates; Feb. 17, 1958, June graduates.

**University of Scranton — Scranton, Penna.**

John R. Gavigan, Placement Director, No. 9 Platt Place. Tel. DIamond 7-3321 Ext. 56.

**Ursinus College — Collegeville, Penna.**

J. Allen Minnich, Director of Placement, Bomberger Hall. Jan. 1958.

**Villanova University — Villanova, Penna.**

John A. Moritz, Director of Placement. Tel. Lawrence 5-4600. Feb. 17, 1958.

**Washington and Jefferson College — Washington, Penna.**

John L. Henninger, Assistant to the President, Administration Bldg. Tel. BA 2-4400. March 1, 1957.

**Waynesburg College — Waynesburg, Penna.**

M. K. Talpas, Registrar, Miller Hall. Tel. 500. Oct. 1, 1957.

**Westminster College — New Wilmington, Penna.**

William A. Johns, Director of Placement, 209 Science Bldg. Tel. 2755. Oct. 1957.

**Wilkes College — Wilkes-Barre, Penna.**

John J. Chwalek, Placement Director, Hollenback Hall, 192 S. Franklin St. Tel. Valley 4-4651. Oct. 1957.

**Wilson College — Chambersburg, Penna.**

Janet Jacobs, Placement Director. Tel. Colon 4-4141. Nov. 1957.

## **RHODE ISLAND**

**Brown University — Providence 12, R. I.**

Mrs. Hope Richards Brothers, Director of Senior Placement, 20 Benevolent St. Tel. Un 1-2900. Oct. 21, 1957.

**Bryant College of Business Administration — Providence, R. I.**

Mrs. Lautrelle P. Love, Director of Placement, 151 Hope St. Tel. Ga 1-6840 Ext. 2 or Ga 1-3302. Oct. 1957 for February Graduates, Mar. 1958 for August Graduates.

**Pembroke College — Providence, R. I.**  
Katharine Irwin, Director of Placement, 172 Meeting St. Tel. UNION 1-2900 Ext. 381. Feb. 1, 1958.

**Providence College — Providence, R. I.**

Maurice J. Timlin, Placement Director, Harkins Hall. Tel. UNION 1-1500. Jan. 1958.

**Rhode Island School of Design — Providence 3, R. I.**

James R. Grudier, Placement Director, Two College St. Tel. DEXter 1-3507. Jan. 6, 1958.

**University of Rhode Island — Kingston, R. I.**

Raymond H. Stockard, Director of Placement, Davis Hall. Tel. STerling 3-3321 Ext. 209 or 371. Nov. 18, 1957.

## **SOUTH CAROLINA**

**Allen University — Columbia 4, S. C.**

R. L. Peguese, Registrar.

**Bob Jones University — Greenville, S. C.**

Walter G. Fremont, Dean, School of Education. Tel. 2-6711. Dec. 1957.

**Citadel — The Military College of South Carolina — Charleston, S. C.**

Mrs. Maude J. Reynolds, Director of Placement, Bond Hall. Tel. 3-0611 Ext. 237. Oct. 21, 1957.

**Claflin University — Orangeburg, S. C.**

H. V. Manning, Acting Dean. Tel. JE 4-2710.

**Clemson College — Clemson, S. C.**

Greg Hughes, Director, Student Aid and Placement, Student Center. Tel. 2421 Ext. 241. Oct. 1957.

**College of Charleston — Charleston 10, S. C.**

George D. Grice, President, Main Bldg., 66 George St. Tel. 2-7798. June 1, 1957.

**Converse College — Spartanburg, S. C.**

Mrs. W. S. Bean, Assistant Dean of Students. Tel. 3-7158.

**Furman University — Greenville, S. C.**

James P. Henderson, Director, Student Personnel.

**Morris College — Sumter, S. C.**

Miss J. M. Ward, Registrar. Tel. SP 3-3461. Jan. 1958.

**Newberry College — Newberry, S. C.**

Dean Philip T. Kelly, Jr., Alumni Secretary, Backman St. Tel. 793. Nov. 1, 1957.

**Presbyterian College — Clinton, S. C.**

Col. A. J. Thackston, Jr., Dean of Students, Administration Bldg. Tel. 1500. Oct. 1, 1957.

**University of South Carolina — Columbia, S. C.**

Mrs. Ruth E. McVey, Director, Division of Personnel and Placement. Tel. AL 2-5641 Ext. 455. Oct. 7, 1957.



## At the Timken Company no outsider can beat me out for the presidency!

NO outsider can beat him out for *any* executive job at the Timken Company, because we promote *only* from within. And there are plenty of promotions, created by Timken Company pioneering—in research, product design, production methods and sales. We're the world's largest manufacturer of tapered roller bearings and removable rock bits, and a leading producer of fine alloy steels. And we're still growing fast. Take the railroad freight car market for example. Already, some 24,000 freight cars have been put on Timken roller bearings. The number of cars rolling on Timken bearings has jumped 43% in the last 15 months alone!

People with ambition grow with us—into bigger and better jobs. We need men and women who want to pounce on new opportunities. And we prepare them well—with excellent on-the-job training. Our engineers, metallurgists and other specialists are the acknowledged experts in their fields.

Graduates who want the challenges and variety

of solving all kinds of problems will like working at the Timken Company. We work drawing board to drawing board with every major industry, including automotive, aircraft, steel, mining, machine tool, farm and construction machinery. So we offer richness of experience, and good starting pay too.

Look into opportunities at the Timken Company for your graduates in engineering, metallurgy, business administration, marketing, industrial management and accounting. Send for our free booklet, "Career Opportunities at the Timken Company". Just drop a card to The Timken Roller Bearing Company, Canton 6, Ohio.



**THE TIMKEN ROLLER BEARING COMPANY**

**TAPERED ROLLER BEARINGS • ALLOY STEEL  
& SEAMLESS TUBING • REMOVABLE ROCK BITS**

**Winthrop College — Rock Hill, S. C.**  
John G. Kelly, Placement Bureau Director, Box 1485. Tel. 2845. Feb. 15, 1958.

**Wofford College — Spartanburg, S. C.**  
S. Frank Logan, Dean of Students, Student Personnel Bldg. Tel. 8518. Oct. 15, 1957.

## SOUTH DAKOTA

**Augustana College — Sioux Falls, S. Dak.**

R. W. Schlicht, Director of Placement Bureau, Administration Bldg. Tel. 4-6931. Feb. 1, 1958.

**Black Hills Teachers College — Spearfish, S. Dak.**

E. C. Woodburn, President Emeritus and Director of Placement. Tel. 285J. Throughout year.

**General Beadle State Teachers College — Madison, S. Dak.**

R. Milton Rich, Director of Special Services, Administration Bldg. Tel. 2828. March 15, 1958.

**Huron College — Huron, S. Dak.**

Frank W. Smith, Dean and Registrar. Tel. 6717. Throughout year.

**Northern State Teachers College — Aberdeen, S. Dak.**

Dr. L. F. Johnson, Director of Extension and Field Services. Tel. 4591. Feb. 1957.

**Sioux Falls College — Sioux Falls, S. Dak.**

Leonard Y. Tripp, Director, Teacher Placement Bureau, 1501 South Prairie. Tel. 4-6621. Feb. 1, 1958.

**South Dakota School of Mines and Technology — Rapid City, S. Dak.**

Howard C. Peterson, Assistant Director of Placement. Tel. Fi 3-1600. Nov. 1, 1957.

**South Dakota State College — Brookings, S. Dak.**

Herbert C. Bartling, Placement Counselor, Administration Bldg., Room 200. Tel. 222. Oct. 22, 1957.

**Southern State Teachers College — Springfield, S. Dak.**

Prof. Lee DeBoer, Dean of College. Tel. 165.

**University of South Dakota — Vermillion, S. Dak.**

Dr. Bernard D. Perkins, Director of Business Placement, School of Business. Tel. MA 4-4411 Ext. 310. Nov. 5, 1957.

## TENNESSEE

**Belmont College — Nashville, Tenn.**

David H. Stone, Placement Director, Box 35. Tel. CH 2-4814. March 1, 1958.

**Carson-Newman College — Jefferson City, Tenn.**

H. D. Pickens, Chairman of Placement Committee. Tel. 3356. Jan. 15, 1958.

**East Tennessee State College — Johnson City, Tenn.**

Flora Marie Meredith, Director, Office of Placement Services, 210 Administration Bldg. Tel. 3480 Ext. 81. Oct. 1957.

**Knoxville College — Knoxville 16, Tenn.**

Dr. Lee L. Campbell, Dean of the College. Tel. 5-9588.

**Lane College — Jackson, Tenn.**

George L. Thacker, Registrar, Administration Bldg. Tel. 7-0251. Sept. 1, 1957.

**LeMoyne College — Memphis, Tenn.**

Howard E. Sims, Assistant Professor of Social Sciences, 807 Walker Ave. Tel. WH 8-6626.

**Lincoln Memorial University — Harrogate, Tenn.**

Dr. H. Y. Livesay, Dean, Avery Hall. Tel. 4466. Nov. 1, 1957.

**Memphis State University — Memphis 11, Tenn.**

Edward I. Codesford, Director, School of Business Administration.

**Middle Tennessee State College — Murfreesboro, Tenn.**

Bob Abernathy, Director of Field Activities, Box 499. Tel. TW 3-6532. Sept. 1957.

**Scarratt College for Christian Workers — Nashville 5, Tenn.**

Placement Office. Tel. BR 7-0092.

**Southwestern at Memphis — Memphis 12, Tenn.**

Goodbar Morgan, Alumni Secretary. Tel. BR 8-1800. Oct. 1957.

**Tennessee Agricultural and Industrial State University — Nashville 8, Tenn.**

Mrs. Annie G. H. Sasser, Director, 35th Ave. and Centennial Blvd. Tel. CH 2-4311 Station 282. Oct. 1, 1957.

**Tennessee Polytechnic Institute — Cookeville, Tenn.**

Leonard Crawford, Director, Field Services, Placement and Alumni, Administration Bldg. Tel. 912. Sept. 16, 1957.

**Tusculum College — Greeneville, Tenn.**

Edward M. Carter, Dean, McCormick Hall. Tel. 3111. Sept. 1957.

**Union University — Jackson, Tenn.**

Troy G. Young, Director of Placement, Brown's Church Rd. Tel. 7-6212.

**University of Chattanooga — Chattanooga 3, Tenn.**

James G. Umbarger, Placement Director.

**University of the South — Sewanee, Tenn.**

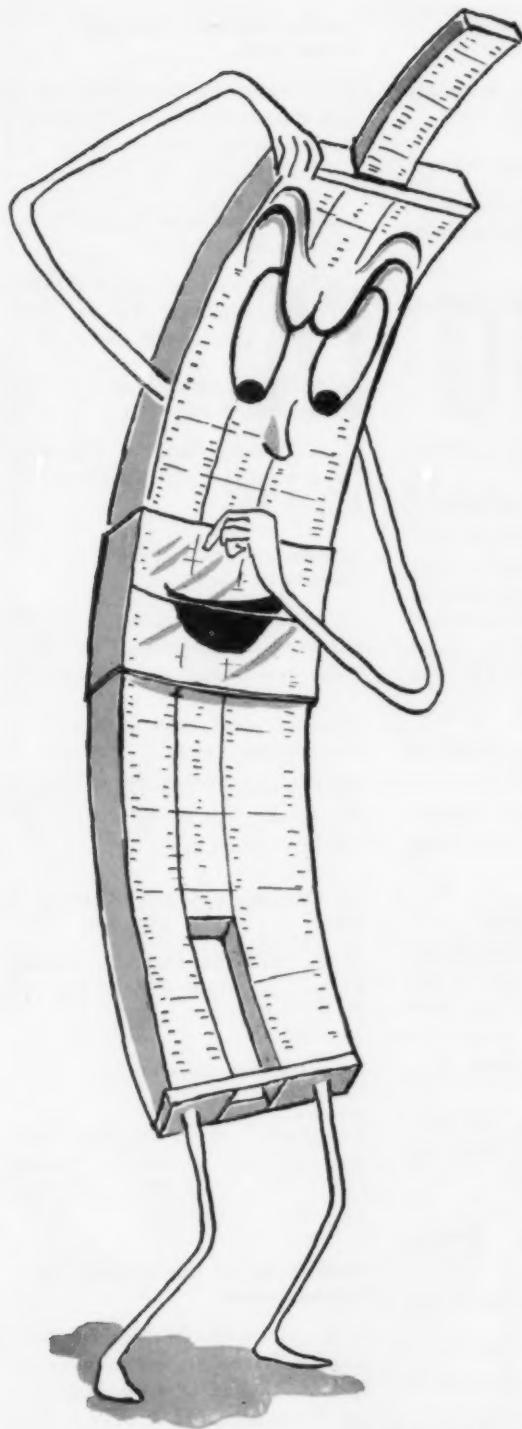
John Webb, Dean of Men. Tel. 5331. Oct. 1, 1957.

**University of Tennessee — Knoxville 16, Tenn.**

Howard H. Lumsden, Placement Director, 206 Administration Bldg. Tel. 4-2981 Ext. 432. Oct. 14, 1957.

**Vanderbilt University — Nashville, Tenn.**

Ava F. Sellers, Placement Counselor (Non-Engineering), Alumni Mem-



# What a slide rule can't calculate!

As a placement officer, no doubt you've done it often, but . . . *put yourself in the place of a senior engineering student today.*

You feel you're on the threshold of a promising career. Your college work has been above average; word is going around that again this year there are more good jobs than there are engineers to fill them.

OK, now what?

The promises and offers begin. The better you are, the more choice you'll have. But how do you *measure* offers? How do you *scale* promises? On what do you base your calculations? Suddenly that slide rule you've learned to rely on becomes about as helpful as a divining rod or a discerning ouija board!

Analytical thinking at this point will help. Reducing the problem to its simplest terms: your main objective is to locate in a company whose record of engineering achievement marks it as one in which your talents will be recognized, prized and fully utilized.

*Such an analysis may not be easy for a senior engineering student today. However, as a placement officer, no doubt you've done it often.*

*World's foremost  
designer and builder  
of aircraft engines*

## PRATT & WHITNEY AIRCRAFT

DIVISION OF UNITED AIRCRAFT CORPORATION  
EAST HARTFORD 8, CONNECTICUT

orial Hall. Tel. AL 4-5611 Ext. 534. Oct. 21, 1957; Dorothy B. Winton, Placement Officer (Engineering), 206 New Engineering Bldg. Tel. AL 4-5611. Nov. 11, 1957.

## TEXAS

### Abilene Christian College — Abilene, Texas

Clyde N. Austin, Director of Placement, ACC Station, Box 724. Tel. OR 2-8441. Oct. 15, 1957.

### Agricultural and Mechanical College of Texas — College Station, Texas

Wendell R. Horsley, Placement Director. Tel. Victor 6-4756. Oct. 14, 1957.

### Austin College — Sherman, Texas

Dr. Garmon B. Smith, Director of Placement, Administration Bldg. Tel. TW 2-9101. Oct. 1, 1957.

### Baylor University — Waco, Texas

Arch W. Hunt, Director of Placement, Student Union Bldg. Tel. Plaza 3-4511 Ext. 350 or 354. Oct. 1, 1957.

### East Texas Baptist College — Marshall, Texas

R. L. Speight, Director of Placement Service, 1310 N. Grove St. Tel. WE 5-6325. Feb. 1, 1958.

### East Texas State College — Commerce, Texas

Harold D. Murphy, Assistant Director, Student Personnel and Guidance, E. T. Station. Tel. LD 1 Ext. 6. Sept. 20, 1957.

### Huston-Tillotson College — Austin, Texas

W. M. Collins, Dean of the College. Tel. GR 7-1202. Oct. 1957.

### Lamar State College of Technology — Beaumont, Texas

Joe B. Thrash, Director of Placement and Testing, 4400 Pt. Arthur Rd. Tel. TE 5-5311. Oct. 14, 1957.

### Mary Hardin-Baylor College — Belton, Texas

Mrs. Loueva Templeton, Secretary, Baylor Station. Jan. 27, 1957.

### McMurry College — Abilene, Texas

Jerome Vannoy, Registrar and Director of Placement, Administration Bldg. Tel. OR 2-7893. Ext. 6.

### Midwestern University — Wichita Falls, Texas

H. C. Laxson, Director, Placement Service Office.

### North Texas State College — Denton, Texas

E. H. Farrington, Director of Placements, Box 5267, Administration Bldg. Tel. Dupont 2-6711 Ext. 219. Oct. 1957; John M. Brooks, Director, Business Employment Service, School of Business Bldg., Room 216. Tel. Dupont 2-6711 Ext. 229. Oct. 7, 1957.

### Prairie View Agricultural and Mechanical College — Prairie View, Texas

O. J. Thomas, Placement Officer, Room 201, Old Agricultural Bldg. Tel. 7-3311 Ext. 261.

### Rice Institute — Houston, Texas

Janie Ross, Secretary of Placement, P.O. Box 1892. Tel. JA 8-4141 Ext. 217. Oct. 14, 1957.

### St. Edward's University — Austin 4, Texas

Brother Peter Vukmanic, C.S.C., Placement Director. Tel. HI 2-1300 Dec. 1, 1957.

### St. Mary's University — San Antonio, Texas

Leo M. Donohue, Director, Guidance Placement.

### Sam Houston State Teachers College — Huntsville, Texas

W. C. Perkins, Director of Public Service. Tel. GA 5-3711. Nov. 1, 1957.

### South Texas College — Houston 2, Texas

John H. Anthony, Counselor and Placement Officer, 1600 Louisiana St. Tel. CA 4-9501. Oct. 15, 1957.

### Southern Methodist University — Dallas, Texas

D. Y. Robb, Director, Employment and Placement, Room 33, Fincher Business Administration Bldg. Tel. LA 1-2141. Oct. 14, 1957.

### Southwest Texas State Teachers College — San Marcos, Texas

Pat H. Norwood, Director of Public Service, Main Bldg. Tel. Ex 2-2421 Ext. 28. Throughout the year.

### Southwestern Bible Institute — Waxahachie, Texas

R. T. Brock, Head of Education Department, 1200 Sycamore St. Sept. 9, 1957.

### Southwestern University — Georgetown, Texas

Dr. John O. Rodgers, Head, Department of Education. Tel. 2531. When convenient to interviewer.

### Stephen F. Austin State College — Nacogdoches, Texas

Dr. Lawrence T. Franks, Director of Placement, Austin Bldg. Tel. LO 4-8311. Jan. 1957.

### Sul Ross State College — Alpine, Texas

W. E. Williams, Director, Teacher Placement, Main Bldg. Tel. TE 7-2765. Sept. 25, 1957.

### Texas Christian University — Fort Worth, Texas

Raymond B. Wolf, Director, Placement Bureau, Room 212 Student Center Bldg. Tel. WA 4-4241 Ext. 375. Oct. 21, 1957.

### Texas College of Arts and Industries — Kingsville, Texas

J. R. Manning, Business Administration Placement Director; Frank H. Dotterweich, Director, Engineering Placement; W. A. Rasco, Director, Teacher Placement. Tel. Lyric 2-6461. Nov. 1957.

### Texas Technological College — Lubbock, Texas

Mrs. Jean A. Jenkins, Director, The Placement Service, Administration Bldg. Tel. PO 5-8541. Oct. 28, 1957.

# AT DUPONT

*promotion is from within*

Du Pont management personnel are home-grown. Promotions are almost always made from within the Company. And the continuing steady growth of Du Pont promises more promotions for more people.

Du Pont's need for an increasing number of qualified people to assume management responsibility presents a healthy opportunity for your graduates. It assures them that their ideas and abilities will be carefully considered from the day they start to work. It assures them that their work will be reviewed frequently and that they will have a better than average opportunity to move ahead as they are found qualified for greater responsibility.

Your future graduates will be happy in this kind of a business family.



Better Things for Better Living . . . through Chemistry

*Watch the DuPont "SHOW OF THE MONTH" on television*

**Texas Wesleyan College —  
Fort Worth, Texas**

Harry W. Rice, Registrar and Placement Officer. Tel. Je 5-2135. Oct. 1957.

**Texas Woman's University — Denton,  
Texas**

Mrs. Betty Jackson, Assistant to the Director, Administration Bldg., Box 3778, University Hill Station, Tel. DU 2-8415. Nov. 1957.

**University of Houston — Houston 4,  
Texas**

Miss Lou Russell, Director, Placement and Field Relations. Tel. CApitol 4-1681 Ext. 237. Oct. 15, 1957.

**University of Texas**

School of Business Administration — Austin, Texas. Mrs. Doreen Tenney, Placement Secretary. Tel. Greenwood 6-8371. Oct. 14, 1957.

School of Education — Austin, Texas. Dr. Hob Gray, Director of Teacher Placement. Tel. GReenwood 6-8371. Oct. 14, 1957.

School of Engineering and Science — Austin, Texas. Dr. B. H. Amstead, Placement Director, Engineering Bldg. 114. Tel. GReenwood 6-8371 Ext. 384. Sept. 27, 1957.

School of Law — Austin, Texas. T. J. Gibson, Assistant Dean, Townes Hall. Tel. GReenwood 6-6361. Sept. 19, 1957.

Student Employment Bureau — Austin, Texas. John G. Steele, Director of Placement. Tel. GReenwood 6-8371. Oct. 14, 1957.

Texas Western College — El Paso, Texas. Dr. A. N. Foster, Director of Placement, Administration Bldg. Tel. KE 3-5411 Ext. 228. Oct. 2, 1957.

**West Texas State College —  
Canyon, Texas**

Curtis Babcock, Coordinator of Public Services, Administration Bldg. Tel. OL 5-3981. Feb. 10, 1958.

**UTAH**

**Brigham Young University —  
Provo, Utah**

B. Keith Duffin, Director of Placement. Oct. 20, 1957.

**University of Utah — Salt Lake City 12,  
Utah**

Herald L. Carlson, Director of Placement, Park Bldg. 107. Nov. 4, 1957.

**Utah State University — Logan, Utah**

James D. Condie, Chairman, Student Employment Placement, Main 133. Oct. 7, 1957.

**VERMONT**

**Bennington College — Bennington, Vt.**

Bertha H. Funnell, Director of Non-Resident Term and Placement. Tel. 5401.

**Middlebury College — Middlebury, Vt.**

Gordon C. Perine, Director, Alumni Relations and Placement, Recitation Hall. Tel. Dudley 8-4923. Jan. 8, 1958.

**Norwich University — Northfield, Vt.**

Mrs. Zylpha Allen, Placement Director, 210 Tompkins Hall. Tel. 6592. Feb. 5, 1958.

**St. Michael's College — Winooski, Vt.**

Thomas J. Kenney, Placement Director, Old Hall 107. Tel. UN 4-7451. Oct. 28, 1957.

**University of Vermont —  
Burlington, Vt.**

Bryan J. Mosher, Assistant Dean of Men in charge of Placement, 159 Waterman. Tel. 4-4511. Feb. 10, 1958.

**VIRGINIA**

**Bridgewater College —  
Bridgewater, Va.**

W. Donald Clague, Dean of Students. Tel. 5216. Feb. 5, 1958.

**College of William and Mary —  
Williamsburg, Va.**

John C. Bright, Director of Placement. Tel. CApitol 9-3000 Ext. 37. Nov. 1, 1957.

**Eastern Mennonite College —  
Harrisonburg, Va.**

Laban Peachey, Dean of Students. Tel. 4-7331. Throughout year.

**Emory and Henry College —  
Emory, Va.**

Dr. Edgar Bingham, Registrar, Wiley Hall. Tel. EH 14. Oct. 15, 1957.

**Hollins College — Hollins College, Va.**

Mrs. Margaret Eldridge, Registrar. Tel. Roanoke EM 6-3411. Throughout year.

**Longwood College — Farmville, Va.**

Mrs. Mary W. Watkins, Executive Secretary. Tel. 305. Feb. 15, 1958.

**Lynchburg College — Lynchburg, Va.**

Mrs. Christine K. Wells, Dean of Students, Westover Hall. Tel. 5-2531.

**Madison College — Harrisonburg, Va.**

R. C. Haydon, Director of Field Services and Placement. Tel. 4-6756 Ext. 257. Throughout year.

**Mary Baldwin College — Staunton, Va.**

Martha S. Grafton, Dean of College. Tel. 5-2306. Oct. 1, 1957.

**Randolph-Macon College — Ashland,  
Va.**

James R. Bergdoll, Director of Placement Office. Tel. Swift 8-8343. Nov. 1, 1957.

**Randolph-Macon Woman's College —  
Lynchburg, Va.**

Joann Naumann, Vocational Counselor. Tel. 2-2311. Oct. 1, 1957.

**Roanoke College — Salem, Va.**

Donald M. Sutton, Director of Student Activities, Alumni Gymnasium. Tel. DU 9-2351. Oct. 1, 1957.

**Sweet Briar College — Sweet Briar, Va.**

Doris Campbell Thomas, Assistant Dean, Fletcher Hall. Tel. Whitehall 6-5535. Feb. 3, 1958.

**University of Richmond —  
Richmond, Va.**

School of Business Administration. Prof. Thomas S. Berry, Director of

# Guidance Counsellors!

## *Alert Your Nursing Students to the In-School and Graduate Programs Sponsored by The Army Nurse Corps:*

Today's Army Nurse is a respected and indispensable member of a health team that cares for American military personnel throughout the world. Nowhere can your students find a higher mission or a greater professional opportunity. By joining either of the following programs, they may complete their professional educations under Army Nurse Corps sponsorship . . . *free* of financial worries.

### **Student Nurse Program.....**

**Benefits**—This program entitles participants to complete one or two years of their basic nursing education with the full pay and allowances of an enlisted Reservist on active duty in the Women's Army Corps.

**Obligations**—Participants are required to take state licensure examinations for nurse registration at the earliest date upon completion of their professional nursing course. Upon notification of registration, they will be commissioned in the Army Reserve as second lieutenants, Army Nurse Corps, and serve on active duty for a period determined as follows:

#### **Time Spent in Training**

A) one year or less      B) over one year

#### **Time of Active Duty**

A) 2 years      B) 3 years

**Minimum Requirements** — Applicants must be 18 years of age but not have attained their 28th birthday on date of entrance into the program. They must be female citizens of the United States, unmarried, and matriculated as a full time student in an approved nursing school which offers a 3 or 4 year program leading to a diploma or bachelor's degree in nursing.

### **Registered Nurse Program.....**

**Benefits**—This program entitles participants to one year of full time study leading to a bachelor's or master's in nursing. During this period they will receive the rank, pay and allowances (over \$4,000 a year) of a commissioned officer.

**Obligations**—Participants must serve on active duty for a period of 3 years, which will include time spent in training.

**Minimum Requirements** — Applicants must be 21 years of age but not have attained their 30th birthday on date of entrance into the program. They must be unmarried citizens, graduates of an acceptable school of nursing, and currently enrolled or accepted in an approved college or university which offers a course in nursing leading to an academic degree. Furthermore, they must be able to complete all requirements for this degree within one year.



*By directing the attention of qualified students to the above programs, you will be serving their best interests while you serve your country. For full information, mail this coupon.*

THE SURGEON GENERAL  
Dept. of the Army  
Washington 25, D.C.

JCPN-10-57

*Please send me complete guidance materials on the following programs.  
(Check one or both)*

Student Nurse Program

Registered Nurse Program

Name\_\_\_\_\_

Address\_\_\_\_\_

City\_\_\_\_\_ State\_\_\_\_\_

School\_\_\_\_\_ Position\_\_\_\_\_

Placement. Tel. 87-2301. Nov. 1, 1957.

Department of Education. Edward F. Overton, Director of Teacher Placement, Ryland Hall. Tel. 87-2301. Feb. 1, 1958.

School of Law (T. C. Williams School of Law). W. T. Muse, Dean. Tel. 87-2301. Nov. 1, 1957.

Richmond College. C. J. Gray, Dean. Tel. 87-2301. Feb. 1, 1958.

Westhampton College. J. Josephine Tucker, Dean of Students. Tel. 87-2301. Feb. 1, 1958. (After Dec. 1, University of Richmond phone number will be ATLantic 8-1921.)

*University of Virginia — Charlottesville, Va.*

M. Howard Bryant, Director, Student Aid and Placement, Room 5, Minor Hall. Tel. 2-2166 Ext. 3377. Nov. 1, 1957.

Mary Washington College of the University of Virginia — Fredericksburg, Va. Isabel Gordon, Director of Placement, George Washington Hall, Room 312, Administration Bldg. Tel. ESsex 3-8049. Oct. 1957.

*Virginia Polytechnic Institute — Blacksburg, Va.*

W. H. Cato, Director, Guidance and Placement, Burruss Hall. Tel. Prescott 2-8261 Ext. 204. Oct. 14, 1957.

*Virginia State College — Petersburg, Va.*

E. W. Whitlow, Director, Student Placement Service, 112 Foster Hall. Tel. RE 3-8113 Ext. 321. Jan. 27, 1958.

*Washington & Lee University — Lexington, Va.*

James D. Farrar, Director of Placement. Tel. HO 3-3515. Nov. 1957.

## **WASHINGTON**

*Central Washington College of Education — Ellensburg, Wash.*

Erling J. Oakland, Director of Placement Services, Administration Bldg. Tel. WO 2-7011. Feb. 1958.

*College of Puget Sound — Tacoma 6, Wash.*

Lewis Dibble, Placement Officer. Tel. SK 9-3521.

*Eastern Washington College of Education — Cheney, Wash.*

Ramond Giles, Director of Placement, Administration Bldg., Room 206. Tel. Belmont 5-6221. Feb. 1, 1958.

*Gonzaga University — Spokane 2, Wash.*

Rev. Arthur L. Dussault, Director of Placement, 502 E. Boone. Tel. Fairfax 8-4220. Oct. 1957.

*Holy Names College — Spokane 2, Wash.*

Sister Mary Martinian, Registrar, N. 1114 Superior St. Tel. HU 7-2795. Sept. 1957.

*Seattle University — Seattle, Wash.*

Ron Peterson, Public Relations Officer, Broadway and Madison Sts. Tel. Ca 9400. Oct. 1, 1957.

*State College of Washington — Pullman, Wash.*

Walter M. Bristol, Director of Placement, 206 Services Bldg. Tel. Logan 7-3541. Oct. 1957 (arrangements by phone only).

*University of Washington — Seattle, Wash.*

Carl Dickinson, Placement Director, Chelan Hall. Tel. MELrose 0630 Ext. 2425. Oct. 9, 1957.

School of Business. Louise L. Martin, Director of Business Placement, 212 Commerce Hall. Tel. MELrose 0630 Ext. 2156. Oct. 17, 1957.

College of Engineering. Prof. James W. Souther, Director of Engineering Placement, 206 Guggenheim Hall. Tel. MELrose 0630 Ext. 2132. Oct. 14, 1957.

College of Education. Dr. Rufus C. Salyer, Director, Bureau of Teacher Service and Placement, 113 Miller Hall. Tel. MELrose 0630 Ext. 2658. Feb. 1, 1958.

*Western Washington College of Education — Bellingham, Wash.*

William Hatch, Acting Director, Appointment Bureau, Old Main Bldg. Tel. 3180. Feb. 1, 1958.

*Whitman College — Walla Walla, Wash.*

Kenneth J. Hupp, Director of the Placement Service, Room 112-A, Memorial Bldg, Boyer and Penrose Aves. Tel. JACKson 9-0670. Oct. 15, 1957.

*Whitworth College — Spokane, Wash.*

Estella E. Baldwin, Registrar and Placement Officer, McEachran Hall. Tel. Hudson 7-1686. April 5, 1958.

## **WEST VIRGINIA**

*Bethany College — Bethany, W. Va.*

Robert A. Preston, Dean of Students. Tel. Vandyck 9-4321 Ext. 16. Oct. 21, 1957.

*Concord College — Athens, W. Va.*

C. M. Young, Director, Teacher Training and Field Service. Jan. 1958.

*Davis and Elkins College — Elkins, W. Va.*

Dean Marshall Emm, Placement Director. Tel. 240. Sept. 20, 1957.

*Fairmont State College — Fairmont, W. Va.*

Dr. Wayne S. Martin, Director, Student Personnel, Administration Bldg. Tel. 4400. Throughout the Year.

*Glenville State College — Glenville, W. Va.*

Delmer K. Somerville, Dean, Administration Bldg. Tel. 6581. April 15, 1958.

*Marshall College — Huntington, W. Va.*

Dean Harold Willey, College Placement Officer; Teacher Placement, Paul N. Musgrave, Director of Student Teaching, Secondary Education.

*Morris Harvey College — Charleston, W. Va.*

Betty D. Caldwell, Director of

Placement, 2300 MacCorkle Ave. SE. Tel. Dickens 6-9471. Nov. 1, 1957.

**West Liberty State College — West Liberty, W. Va.**

Dr. Jesse J. Pugh, Registrar. Tel. Wds. 3300.

**West Virginia Institute of Technology Montgomery, W. Va.**

Luther Haseley, Director of Guidance and Placement, Old Main Bldg. Tel. Hillside 2-8201. Oct. 1, 1957.

**West Virginia State College — Institute, W. Va.**

Dr. Floydell Anderson, Director of Guidance, Administration Bldg. Tel. PO 8-3981 Ext. 312. Nov. 15, 1957.

**West Virginia University — Morgantown, W. Va.**

Cornelia Ladwig, Placement Advisor. Tel. 3411 Ext. 202. Oct. 28, 1957.

**West Virginia Wesleyan College — Buckhannon, W. Va.**

A. A. Schoolcraft, Dean. Tel. 180. Nov. 4, 1957.

## WISCONSIN

**Beloit College — Beloit, Wisc.**

Dean John P. Gwin, Director of Placement, Middle College. Tel. EMERSON 5-6641. Feb. 1958.

**Carroll College — Waukesha, Wisc.**

Dean S. J. House, Director of Placement. Tel. Li 7-4357. Jan. 16, 1958.

**Lawrence College — Appleton, Wisc.**

Joseph A. Hopfensperger, Director of Industrial Placement, Sampson House. Tel. Regent 3-5577. Feb. 4, 1958; Marie A. Dohr, Director of Teacher Placement, Library Bldg. Tel. Regent 3-5577 Ext. 26. Feb. 4, 1958.

**Layton School of Art — Milwaukee, Wisc.**

Edmund D. Lewandowski, Director of Placement, 1362 No. Prospect Ave. Tel. BR 6-4625. March 1, 1958.

**Marquette University — Milwaukee, Wisc.**

Kathryn M. Helling, Placement Assistant, Guidance and Placement Center, 1304 West Wisconsin Ave. Tel. DI 4-1000 Ext. 375. Oct. 15, 1957.

College of Business Administration. Orville H. Palmer, Director of Placement Bureau, 606 North 13th St. Tel. DI 4-1000 Ext. 325. Oct. 4, 1957.

College of Engineering — R. J. Penner, Director of Industrial Relations, 1515 W. Wisconsin Ave. Tel. DI 4-1000 Ext. 344. Dec. 5, 1957.

**Milwaukee-Downer College — Milwaukee II, Wisc.**

Mrs. Theodore J. Kuemmerlein,

# Unusual Opportunity For 10 Men

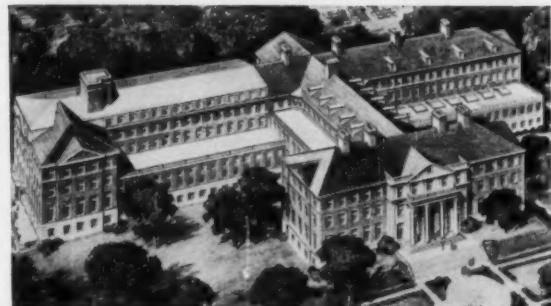
## SALES MANAGEMENT TRAINING PROGRAM

Connecticut Mutual conducts its sales activities through 81 offices headed by General Agents. In addition to being sales managers, they represent the Company in all insurance matters in their communities. They are men of broad executive ability and enjoy excellent incomes. Our Sales Management Training Program (limited to 10 men this year) prepares men to be General Agents.

This training program is outlined in our booklet "Sales Management Training Program and Other Career Opportunities for College Graduates." Starting with an intensive four-month period in the Home Office (pictured here) each part of the program is designed to develop initiative, sales ability, executive judgment and basic self-confidence.

### OTHER OPPORTUNITIES, INCLUDING ACTUARIAL

We also have attractive opportunities in sales work throughout the country (which may also lead to sales



management), and in various administrative departments in the Home Office. We are particularly interested in talking with men with good backgrounds in math, as Actuarial Trainees.

### HOW TO APPLY

Write E. G. Walls, Jr., Superintendent of Agencies, for a booklet giving details and an application blank. A personal interview will then be arranged.

**The Connecticut Mutual**  
LIFE INSURANCE COMPANY · HARTFORD

Director of Placement and Vocational Guidance, 2512 E. Hartford Ave. Tel. WO 4-2072. Feb. 1, 1958.

*Milwaukee School of Engineering — Milwaukee, Wisc.*

E. J. Sundstrom, Director, Relations with Industry, 1025 North Milwaukee St. Tel. Broadway 6-6006 Ext. 11. Oct. 22, 1957.

*Mount Mary College — Milwaukee 10, Wisc.*

Sister M. Estelle, Director of Placement, 2900 N. Menomonee River Drive. Tel. Bluemound 8-2154. Oct. 1, 1957.

*Ripon College — Ripon, Wisc.*

Leonard W. Vaughan, Director of Placement and Guidance, Ransom St., Ingram Hall Bldg. Tel. Black 660. Feb. 17, 1958.

*Stout State College — Menomonie, Wisc.*

Frank J. Belisle, Placement Chair-

man, Harvey Hall. Tel. 30. Feb. 1, 1958.

*University of Wisconsin — Madison 6, Wisc.*

Miss Emily Chervenik, Coordinator of Placement, 117 Bascom Hall. Tel. ALpine 5-3311 Ext. 3312. Oct. 21, 1957.

Department of Chemistry. Villiers Meloche, Director of Placement. Tel. ALpine 5-3311. Oct. 21, 1957.

School of Commerce. Prof. E. B. Petersen, Placement Director, 102 Commerce Bldg. Tel. ALpine 5-3311 Ext. 2838. Oct. 21, 1957.

School of Engineering. J. A. Marks, Placement Director, Mechanical Engineering Bldg. Tel. ALpine 5-3311 Ext. 3822. Oct. 21, 1957.

*University of Wisconsin — Milwaukee, Wisc.*

Dr. L. H. Mathews, Director of Placement, 3203 N. Downer Ave. Tel. WO 4-9070. Feb. 3, 1958.

*Wisconsin State College — Eau Claire, Wisc.*

Dr. Lester M. Emans, Director of Teacher Education and Placement, 105 Garfield Ave., Main Bldg. Tel. TEMple 4-4151. Feb. 1, 1958.

*Wisconsin State College — Oshkosh, Wisc.*

Dr. David L. Bowman, Director, Teacher Education and Placement, Campus School, Algoma Blvd. Tel. Blk. 6015. Feb. 1, 1958.

*Wisconsin State College — Platteville, Wisc.*

Dr. R. E. Guiles, Director of Placement.

*Wisconsin State College — Stevens Point, Wisc.*

Dr. R. E. Gotham, Director of Teacher Education and Placement, 205 N. Reserve St. Tel. DI 4-6886. Feb. 1, 1958.

*Wisconsin State College — Superior, Wisc.*

Harry W. Anderson, Acting Director of Teacher Training and Placement,

EXCELLENT OPPORTUNITIES FOR  
THE GRADUATE ENGINEER....



NEW TALL OIL BY-PRODUCT DISTILLATION FACILITIES  
AT UNION BAG & CAMP'S SAVANNAH PLANT

UNION BAG-  
CAMP PAPER  
CORPORATION  
SAVANNAH, GA.  
THE WORLD'S LARGEST  
PULP AND PAPER  
PLANT

H. C. MORRISON, Employment Manager  
P.O. Box 570, Savannah, Ga.

McCaskill School. Tel. Export 2-2362. Feb. 1, 1958.

**Wisconsin State College — Whitewater, Wisc.**

Paul A. Carlson, Director, Division of Business Education and Business Administration, 822 West Main St. Tel. 508W. Oct. 1, 1957.

#### **WYOMING**

**University of Wyoming — Laramie, Wyo.**

O. R. Hendrix, Director of Student Personnel and Guidance, Room 312, Old Main Bldg. Tel. 6611. Ext. 256. Sept. 20, 1957.

College of Agriculture. H. W. Benn, Assistant Dean, Agriculture Bldg. Tel. 6611 Ext. 252. Oct. 1, 1957.

College of Commerce and Industry. Lloyd W. McDaniel, Placement Officer. Tel. 6611. Sept. 1, 1957.

College of Engineering. Dean H. T. Person, Engineering Bldg. Tel. 6611 Ext. 202. Oct. 1, 1957.

#### **CANADA**

##### **ALBERTA**

**University of Alberta — Edmonton, Alta.**

T. E. Walker, Officer-in-Charge, N.E.S. University Branch, Administration Bldg. Tel. 369210-36242. Oct. 18, 1957.

##### **MANITOBA**

**Brandon College — Brandon, Man.**

H. Stewart Perdue, Dean.

**St. Paul's College — Winnipeg 2, Man.**

Rev. V. J. Jensen, S.J., Dean, Ellice and Vaughan Sts. Tel. WH 3-2471.

**United College — Winnipeg 2, Man.**

Dr. W. C. Lockhart, Principal. March 1, 1958.

**University of Manitoba — Winnipeg, Man.**

Z. Hladki, Placement Officer, 17 Engineering Bldg. Tel. 4-6474.

#### **NEW BRUNSWICK**

**Mount Allison University — Sackville, N. B.**

Vice-President. Tel. 258. Oct. 14, 1957.

**Saint-Louis Universite — Edmundston, N. B.**

Rev. Francis Bourque, c.j.m., Dean of Studies. Tel. RE 5-7633.

**University of New Brunswick — Fredericton, N. B.**

A. A. Tunis, Director of Public Relations, Arts Bldg. Tel. 9471 Local 43. Nov. 1, 1957.

#### **NEWFOUNDLAND**

**Memorial University of Newfoundland St. John's, N. F.**

Faculty Committee on Placement.

#### **NOVA SCOTIA**

**Dalhousie University — Halifax, N. S.**

The President's Office, Arts and

## **Engineers . . .**



Every week, Philadelphia Electric spends more than one million dollars to improve and expand its facilities in Delaware Valley. This tremendous growth began after World War II. Every sign points to its continuing and accelerating.

There's a part for engineering graduates in this saga of progress . . . a vitally interesting role in the design, building, and operation of new plants, substations, and transmission lines—both gas and electric—now and in the future.

## **PHILADELPHIA ELECTRIC COMPANY**

GEORGE L. HARVEY, JR., Director Employment Division • Philadelphia 5, Pa.

Administration Bldg. Tel. 3-7493. Oct. 15, 1957.

**Nova Scotia Technical College — Halifax, N. S.**

Prof. James B. Ternan, Registrar, P.O. Box 1000. Tel. 3-1227. Oct. 23, 1957.

#### ONTARIO

**Assumption University of Windsor — Windsor, Ont.**

David M. Thompson, Director of Development and Placement, 400 Huron Line. Tel. Clearwater 4-9246 Local 16 or Detroit WO 3-6113. Nov. 15, 1957.

**Carleton University — Ottawa, Ont.**

Mrs. Jean A. Loates, Student Personnel Officer, 168 First Ave. Tel. CE 5-5161. Oct. 1957.

**McMaster University — Hamilton, Ont.**

J. E. Andoff, Director of Placement and Guidance, University Hall. Tel. Jackson 9-7102. Nov. 18, 1957.

**Ontario Agricultural College — Guelph, Ont.**

Ian A. White, Dean of Men, Administration Bldg. Tel. Taylor 2-1070. Jan. 6, 1958.

**Ontario Veterinary College — Guelph, Ont.**

Dr. T. Lloyd Jones, Principal. Tel. TA 2-2330.

**University of Ottawa — Ottawa, Ont.**

Laurent Isabelle, Guidance and Placement Officer, 1 Stewart St. Tel. CE 5-6751.

**University of Toronto — Toronto 5, Ont.**

J. Kenneth Bradford, Director of Placement, 5 Willcocks St. Tel. WALnut 3-6611. Local 475. Oct. 28, 1957.

**University of Western Ontario — London, Ont.**

T. L. Hoskin, Dean of Men and

Placement Officer, Stevenson Hall. Tel. 4-6861 Local 217. Dec. 1, 1957.

#### QUEBEC

**Loyola College — Montreal, Que.**

Thomas M. Moyland, S.J., Director, Placement Bureau, 7141 Sherbrooke St. W. Tel. DE 8487. Oct. 1, 1957.

**McGill University — Montreal, Que.**

Rowan C. Coleman, Director, 3574 University St. Tel. VI 5-6405. Oct. 21, 1957.

**Sir George Williams College — Montreal, Que.**

T. A. Sproule, Student Counsellor, 1435 Drummond St. VI 9-8331. Nov. 1, 1957.

**Universite de Montreal — Montreal, Que.**

Marcel E. Cloutier, Directeur du Service de Placement, 2222, rue Maplewood. Tel. RE 7-1149. Oct. 15, 1957.

# look to the future! *with* **HALOID** **XEROX®**

It's pretty difficult to locate a vantage point broad enough to see and evaluate future opportunity — there are many fields of endeavor . . . many good living opportunities.

In the last six years our business has increased 140%. Haloid management is young, vigorous, and friendly. All of us at The Haloid Company are convinced that our opportunities are hard to match.

Rewarding, challenging openings exist in the fields of:

PHYSICS  
ENGINEERING  
CHEMISTRY

ELECTRONICS  
MACHINE DESIGN  
PRODUCTION

Rochester, New York is ideally situated for uncrowded, pleasant living and recreation. School facilities, at all levels, are among the best in the country.

Generous support is offered to all Haloid personnel for further study in their chosen field.

For information about career opportunities in photography and xerography write to:

DAVID S. RAUB  
Assistant Vice President, Industrial Relations

**THE HALOID COMPANY**

ROCHESTER 3, NEW YORK

# The College Placement Council, Inc.

## EXECUTIVE COMMITTEE 1957-1958

<b>President</b> PHILIP J. BROCKWAY Univ. of Maine Orono, Me.	<b>Past-President</b> EVERETT A. TEAL Lehigh Univ. Bethlehem, Penna.	<b>Vice-Pres. (Editorial)</b> MISS LILYAN BRADSHAW Ohio State Univ. Columbus, Ohio	<b>Vice-Pres. (Finance)</b> CARLTON BARLOW General Dynamics Corp. New York, N. Y.
<b>Vice-Pres. (Assn. Relations)</b> J. KENNETH BRADFORD Univ. of Toronto Toronto, Can.	<b>Vice-Pres. (Employer Rels.)</b> WELDON WILLIAMS Humble Oil & Refining Co. Houston, Texas	<b>Executive Editor</b> ROBERT F. HERRICK College Placement Council Bethlehem, Penna.	

## MEMBERS OF THE COUNCIL

### EASTERN COLLEGE PERSONNEL OFFICERS

<b>President</b> PHILIP J. BROCKWAY Univ. of Maine Orono, Me.	<b>College Representative</b> DEAN EVERETT STEPHENS Babson Institute Babson Park, Mass.	<b>Industrial Representative</b> CARLTON BARLOW General Dynamics Corp. New York, N. Y.
--	--	---

### MIDDLE ATLANTIC PLACEMENT OFFICERS ASSOCIATION

<b>President</b> JOHN KIRKWOOD Rutgers Univ. New Brunswick, N. J.	<b>College Representative</b> MRS. GERALDINE WYATT Univ. of Delaware Newark, Del.	<b>Industrial Representative</b> ROBERT HAKLISCH Radio Corp. of America Camden 2, N. J.
--	--	--

### MIDWEST COLLEGE PLACEMENT ASSOCIATION

<b>President</b> FRANK S. ENDICOTT Northwestern Univ. Evanston, Ill.	<b>College Representative</b> MISS LILYAN BRADSHAW Ohio State Univ. Columbus, Ohio	<b>Industrial Representative</b> VIC A. BUESCHER Thompson Products, Inc. Cleveland, Ohio
---	---	---

### ROCKY MOUNTAIN ASSOCIATION OF COLLEGE PLACEMENT OFFICERS

<b>President</b> WILLARD EDWARDS Univ. of Colorado Boulder, Colo.	<b>College Representative</b> HERALD CARLSTON Univ. of Utah Salt Lake City, Utah	<b>Industrial Representative</b> BRIAN FINLEY Sandia Corp. Sandia Base, Albuquerque, N. Mex.
--	---	---

### SOUTHERN COLLEGE PLACEMENT OFFICERS ASSOCIATION

<b>President</b> JOHNNIE E. BRANCH P.O. Box 1062 Bogalusa, La.	<b>College Representative</b> HOWARD LUMSDEN Univ. of Tennessee Knoxville, Tenn.	<b>Industrial Representative</b> L. W. ROSS Union Bag-Camp Paper Co. New York, N. Y.
---	---	---

### SOUTHWEST PLACEMENT ASSOCIATION

<b>President</b> ARCH W. HUNT Baylor Univ. Waco, Texas	<b>College Representative</b> WENDELL HORSLY A. & M. Coll. of Texas College Station, Texas	<b>Industrial Representative</b> WELDON WILLIAMS Humble Oil & Refining Co. Houston, Texas
---	---	--

### UNIVERSITY COUNSELING AND PLACEMENT ASSOCIATION (CANADA)

<b>President</b> DEAN T. L. HOSKIN Univ. of Western Ontario London, Ont.	<b>College Representative</b> J. KENNETH BRADFORD Univ. of Toronto Toronto, Ont.	<b>Industrial Representative</b> DONALD C. JONES Procter & Gamble Co. Toronto, Ont.
---	---	--

### WESTERN COLLEGE PLACEMENT ASSOCIATION

<b>President</b> WALTER BRISTOL State Coll. of Washington Pullman, Wash.	<b>College Representative</b> ROBERT MENKE Arizona State Coll. Tempe, Ariz.	<b>Industrial Representative</b> CLAYTON C. LAVENE Douglas Aircraft Co. Santa Monica, Calif.
---	--	---

# Regional Placement Associations

OF THE UNITED STATES AND CANADA

## EASTERN COLLEGE PERSONNEL OFFICERS

President	1st Vice-President	2nd Vice-President
PHILIP J. BROCKWAY University of Maine, Orono, Me.	MISS ALICE NORMA DAVIS Smith College, Northampton, Mass.	JOHN BUTLER Trinity College, Hartford, Conn.
<i>Secretary</i>	<i>Treasurer</i>	
MISS BETSY JAMES Skidmore College Saratoga Springs, N. Y.	PENNELL N. ABORN Virginia Drew Guidance Center Boston, Mass.	

## MIDDLE ATLANTIC PLACEMENT OFFICERS ASSOCIATION

President	Vice-President	Secretary-Treasurer
JOHN KIRKWOOD Rutgers University New Brunswick, N. J.	PAUL M. SHERWOOD University of Pittsburgh Pittsburgh, Penna.	MISS CORNELIA LADWIG West Virginia University Morgantown, W. Va.

## MIDWEST COLLEGE PLACEMENT ASSOCIATION

President	Vice-President	Secretary	Treasurer
FRANK S. ENDICOTT Northwestern University Evanston, Ill.	ROY R. BRYANT Southern Illinois University Carbondale, Ill.	KENNETH C. CONWAY De Paul University, Chicago, Ill.	JOSEPH A. HOPFENSPERGER Lawrence College Appleton, Wisc.

## ROCKY MOUNTAIN ASSOCIATION OF COLLEGE PLACEMENT OFFICERS

President	Vice-President	Secretary-Treasurer
WILLARD EDWARDS University of Colorado Boulder, Colo.	WARREN F. LEE University of New Mexico Albuquerque, N. Mex.	MRS. GENEVIEVE S. FISHER Colorado A. & M. College Fort Collins, Colo.

## SOUTHERN COLLEGE PLACEMENT OFFICERS ASSOCIATION

President	Vice-President	Secretary	Treasurer
JOHNNIE E. BRANCH P O Box 1062 Bogalusa, La.	HOWARD H. LUMSDEN University of Tennessee Knoxville, Tenn.	MAURICE E. MAYBERRY University of Florida Gainesville, Fla.	MRS. JOSEPHINE SCHAEFFER University of North Carolina Greensboro, N. C.

## SOUTHWEST PLACEMENT ASSOCIATION

President	Vice-President	Secretary-Treasurer
ALICE W. HUNT Baylor University Waco, Texas	FRANK T. CARROLL, JR. Louisiana State University Baton Rouge, La.	JOHN N. BROOKS North Texas State College Denton, Texas

## UNIVERSITY COUNSELING AND PLACEMENT ASSOCIATION (CANADA)

President	Vice-President	Secretary-Treasurer	Recording Secretary
Dean T. L. HOSKIN University of Western Ontario London, Ontario	J. F. MCLEAN University of British Columbia Vancouver, British Columbia	MRS. JEAN A. LOATES Carleton College Ottawa, Ontario	J. A. SPROULE Sir George Williams College Montreal, Quebec

## WESTERN COLLEGE PLACEMENT ASSOCIATION

President	Vice-President	Secretary	Treasurer
WALTER M. BRISTOL State College of Washington Pullman, Wash.	WILL M. KIDWELL San Diego State College San Diego, Calif.	NANSI CORSON University of California Berkeley, Calif.	WILLIS J. BLACK Sacramento State College Sacramento, Calif.



## Meet Sam Dunlap of the '47 "Loop"

Samuel A. Dunlap, former varsity end and Marine lieutenant, joined our 1947 Loop Training Course upon graduation from Syracuse University with a Bachelor of Administrative Engineering degree. Let's take a look at Sam's progress and see how the Loop Course program has prepared him for a rewarding career with Bethlehem Steel.



1. The basic program of five weeks in the Loop Course was held at our general offices in Bethlehem, Pa. Here Sam's group learned about the many phases of company organization and operations. They heard informal talks by top management, and observed steelmaking in our Bethlehem plant.

Bethlehem Steel offers many splendid career opportunities. We invite college men, particularly those completing engineering courses, to read our booklet, "Careers with Bethlehem Steel and the Loop Course." It is available in your Placement Office, or write to A. M. Rupkey, Manager of Personnel, Bethlehem Steel Company, Bethlehem, Pa.

### BETHLEHEM STEEL

*Bethlehem Steel is an integrated steel producer with steelmaking plants on the Eastern Seaboard and the Pacific Coast; with shipyards on the Atlantic, Pacific and Gulf Coasts; with manufacturing units and fabricating works in twelve states, and sales offices in all leading cities.*



2. Sam's job training began in the manufacturing shops at our big Johnstown, Pa., plant after general orientation there. He observed the processing of rolled steel into finished products and made recommendations for more efficient production methods.



3. Next came a series of assignments in the rolling mills: first as Turn (work shift) Foreman; then General Foreman of a plate mill; then Mill Engineer of the entire division. Now he's General Foreman of two bar mills, with over 400 men under his supervision.



4. Sam and his family enjoy living in one of Johnstown's pleasant suburbs. Here they are at Bethco Pines, a recreational facility for supervisory personnel. Nestled in the mountains of western Pennsylvania, Johnstown is a good place to live and work.



# A MANAGEMENT POSITION

at NEW YORK LIFE  
offers these advantages

- a career in a large progressive company that serves a vital social need.
- outstanding opportunities for rapid advancement.
- a training program leading to supervisory and management responsibilities.
- a good starting salary and excellent prospects thereafter.

## HERE ARE EXAMPLES OF CAREER OPPORTUNITIES AT NEW YORK LIFE!

### ACTUARIAL

- professional recognition in a rapidly expanding field.
- varied and stimulating work in all phases of individual and group insurance operations.
- participation in research and in development of Company programs and products.

### ELECTRONICS

- challenging work in a vital new area of research.
- an important part in developing new methods and procedures for record maintenance and data processing.
- an opportunity to work with the latest electronic data-processing equipment, including our new IBM "705".

### UNDERWRITING

- interesting work in classification of risks for individual or group insurance involving contacts with sales personnel.
- responsibility for decision-making in a dynamic field.

### ADMINISTRATION

- diversified work in new business operations, policy owner service, claims administration and insurance research.
- an excellent opportunity for future leaders in management.

*If you are interested . . .* see your placement officer for further information or write to Robert P. Stieglitz, Assistant Vice President in Charge of College Relations,

NEW YORK LIFE INSURANCE COMPANY  
51 Madison Avenue, New York 10, N. Y.

